

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXI, No. 11 NEW YORK, DECEMBER 14, 1922

10c a Copy



Do You Say, "Some Ink"?

WHEN you buy a bottle of ink do you say to the clerk, "Give me some ink," and specify blue, black, green or violet according to your temperament and the shade of stationery that you use?

Or, do you realize that there is ink and ink—good ink, bad ink and indifferent ink? There is ink that will flow from your pen like water over a mill-wheel—one great splash after another. And there is ink that flows smoothly and evenly—always right, always the same.

Carter Ink are good inks. Most people know that they are good inks, but to them ink has always been just ink, and that is what they ask for when they buy.

To convince people that it is worth their while to "Call for Carter's" when they want ink, and to "Call for Cico" when they want paste, is the task that Advertising Headquarters has undertaken.

The Carter's Ink Company has been making good ink for the last sixty-four years. It is only natural that they should place their problem in the hands of an organization that has been producing good advertising for more than a half century.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



Give the farmer at least a clue

The farmer can find your product if you give him half a chance.

But he will have a much easier time finding it if you give at least a clue to its name.

When the farmer goes to the city to shop, he asks for the goods he knows by name.

He will know your product if you tell him about it in the paper he reads.

Two million prosperous farmer families read the Standard Farm Papers.

They read the advertising with just as much interest as they do the news.

They get their buying ideas from the advertising.

Can you afford to overlook a market of two million buying families?

The Standard Farm Paper Unit
The Flexible national medium
with local prestige

A. B. C. Circulation 2,000,000

All Standard Farm Papers are members of the Audit Bureau of Circulations



The Farmer, St. Paul
Established 1883

The Farmer's Wife
Established 1899

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

The Michigan Farmer
Established 1843

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1830

The Breeders' Gazette
Established 1881

The Nebraska Farmer
Established 1859

Wallaces' Farmer
Established 1895

Pacific Rural Press
Established 1870

Eastern Representatives:
WALLACE C. RICHARDSON, INC.,
95 Madison Ave.
New York City

Western Representatives:
STANDARD FARM PAPERS, INC.,
1100 Transportation Bldg.,
Chicago

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXI

NEW YORK, DECEMBER 14, 1922

No. 11

Why Salesmen Fail

Some Men Who Have Studied the Matter in Their Own Organizations Impart Their Belief for the Benefit of Other Sales Departments

By D. E. Wheeler

RUN your eye over the "Help Wanted" columns of any large newspaper and you are struck by the number of calls for salesmen. It is an incessant cry. Salesmen seem to be the one supply that never equals the demand. This is reflected in the note of anxious pleading that may be detected in some of the more specious advertisements.

"Please come in and see us," they say in effect, between the lines. "Experience is not essential so long as you are young, possess a good personality, and are willing to learn a business that, with a little trouble on your part, will net you a large income. Of course, if you are afraid of earning big money, don't answer this!"

Right here is where many an ambitious salesman-to-be begins to fail. He is generally at the age of unreasonable enthusiasm, he feels his personality is 100 per cent magnetic, without question he can learn the tricks easily enough, and as for money—well, if others can pull down a hundred a week, why can't he? So, full of pep, his suit pressed, shoes shined, and with probably a haircut and face massage, he answers one or more of those siren-voiced advertisements.

As a matter of course, he encounters the windy faker and the wily schemer, and naturally in his self-conceit he gets badly stung in several engagements. But he learns that there is no such thing

as easy money in selling. Then, grown wary, he lines up with a *bona fide* proposition, but the chances are ten-to-one that he really expects the goods, or stocks, or whatever they may be, to sell themselves by virtue of their apparent superiority, and after several months of superficial presentation he arrives at the conclusion that he would rather take a desk job. And he joins the horde of office workers who, doomed to stationary conduct and limited horizon, often sit and wonder whether they ever had a fair chance to try their wings!

At all events, sooner or later, it seems as if every one of us tries his hand at the business of selling, but only a few of us stick to it. Probably out of every hundred young fellows who tackle salesmanship, ninety drop out of the ranks within a brief period, and the other ten persist with more or less success, half of them doubtless grumbling against the fate that determined their choice of occupation!

Why does such a small percentage of amateur salesmen become professional salesmen in the highest sense of the word? That is a question with perhaps ten thousand answers, for no one can pretend to tell why salesmen fail so as to embrace all of the various cases, but underneath the multifarious reasons there may be a few fundamental causes at work.

Actuated by this idea I called on the purchasing agent of a

large electrical company. He buys a quarter-million dollars' worth of material in a year on the average. Questioned as to how many salesmen called on him during a day, he said about thirty. Then I asked him from how many of them he bought. "Three," was his startling reply. When I questioned him why that was, he said: "Well, I guess it is because those three men know more about their line than I do. The others don't. Just sit in here with me for a while and draw your own conclusions. Listen to some of these birds."

I listened. Ten salesmen came and went. Their attempts to sell were childish. Unbelievable? Here is the pattern: "Anything in my line today, Mr. S.? You surely need some of these multiplex bolts by this time. No? That's too bad. Well, I'll be around again in thirty days. Don't forget me. Good-by." And out they sailed, no doubt to go through the identical rigmarole in the next place. How can salesmen like that succeed? They are mere puppets with a phonograph record for a brain. I expressed some doubt to the purchasing agent that many of the men calling on him were of this type. He laughed. "Sorry to say, they are," he said. "Come in any day you please, at any hour, and prove it. The average salesman simply does not know his business. His two tools are price list and order-book, and that's as far as he gets!"

At the outset it is important to show that salesmen for a well-advertised line will be less apt to fail, other things being equal. While the general run of manufacturers and jobbers and other employers of salesmen know the art of attracting the attention and stirring the rosy ambition of the aspirants, through the medium of advertisements, they do not always recognize the enormous value of supporting their men on the road by the same instrumentality.

Well-directed and properly placed advertising of the line to be marketed acts as an advance agent, preparing the way for the

men who handle it. The beginner-salesman, to say nothing of the old-timer, has in his possession an increased confidence, a psychological asset of supreme importance, when he knows his commodity or proposition is backed up by the right kind of publicity.

From a practical standpoint, the goods that are advertised save the time of the salesman, for the buyer, if he keeps abreast of business, will be already informed, and his caller is spared the difficult task of introducing an unknown quantity. Sometimes a salesman must repeat his call again and again just in preliminary work, which might have been offset if the manufacturer had taken the trouble to advertise. It costs money, yes, but have you ever reckoned what it costs to have a corps of salesmen spending unnecessary time and energy on obtaining openings?

There is nothing more disheartening in the salesman's ears, young or old, than: "I never heard of your firm!"

POOR SALESMEN BRING DISREPUTE TO BOOK-SELLING

A subscription book publisher was the next man cross-examined. He has had experience with the handling of thousands of men, of all sorts and conditions, during the last fifteen years, and has built up a successful business in the face of tremendous odds. He is what might be called a cheerful pessimist, a doubter of men in the aggregate, but an intense believer in a man when he finds one who measures up to his standard.

"Because canvassing books is generally regarded as such a hopeless undertaking, we get a most miscellaneous lot of aspirants," said this publisher, "usually raw recruits without any training or experience, or semi-down-and-outers who have tried nearly all other lines of merchandise and fizzled.

"As everybody knows, there is an absurd and baffling condition in the subscription book-selling field, a condition produced, for



Let the Del Monte experts do your canning

Del Monte
BRAND
QUALITY
CANNED FRUITS
VEGETABLES AND
FOODS

Order a Supply To-day

**The Advertising for Del Monte
Canned Fruits and Vegetables
is prepared by this agency**

THE H. K. McCANN COMPANY
Advertising
NEW YORK CLEVELAND SAN FRANCISCO TORONTO

**TRUTH
WELL
TOLD**

the most part, by the canvassers themselves, who thought it smart to get an order by hook or crook. So they fooled people, and often frightened them, especially the women, into signing on the dotted line. They lied consistently, wantonly. Thus, the book-cavasser of the conventional, tabooed type did his best to ruin his market for the sake of immediate orders, perjurying himself and us to get them. So, the general opinion is, that the country has been fed to surfeit on book propositions while, as a matter of statistics, there are hundreds of thousands of decent, prosperous homes without books of any kind within their walls! But only a few men—comparatively—have the courage and grace to go out and conquer this waiting market.

"Laziness, I would say, is the chief fault in the average salesman who comes to me for a job. It is not so much physical laziness as mental inertia that prevents him from making good. The old-timer, I think, took things more seriously. Perhaps he had greater leisure to master the details of his game. Life has multiplied interests and distractions to such an extent that real concentration becomes increasingly difficult. That, I should say, is the reason in back of the questionnaire and intelligence test. To concentrate properly is to master your matter. An extra amount of energy and effort is required. Now, the average salesman will not take the trouble to learn the qualities of his product, nor to prepare to meet every possible argument his prospect can give him. He is inclined to scoff at analysis and all its fruits and depend on his 'genius' to put over sales.

"If a salesman would only follow an example such as is set by a chap like Willie Hoppe, the champion billiardist, he would clean up any territory given him. For almost a year before he met Schaeffer in the recent match for the title, Hoppe practiced eight hours a day, studying the formation of shots and every conceivable angle and antic of the ivories.

It required patience, control and concentration, I can tell you! No wonder such men are champs! Now, if salesmen would only apply themselves that way! It would not matter much what grade of intelligence they had, they would win out with such power of application.

"Let me tell you what happens when we advertise for salesmen. Usually, I state that I am looking for a man of fair address, pretty well educated, who will be expected to work on 'leads' only, and be given a liberal drawing account. Recently, I wanted to augment my force by fifteen or twenty men. I advertised in ten of the foremost Eastern newspapers in five large cities.

MANY RESPOND BUT FEW HAVE THE GUMPTION TO STICK

"Three hundred replies were received. From the contents of the letters, I judged that about half of the 300 sounded likely. Appointments were accordingly made, and I got ready for the procession. Most of the applicants possessed a good appearance, some of them had selling experience, and many of them were college graduates. On the surface, the crop looked promising.

"But when we got down to the particulars of the proposition, four-fifths of them faded off the scene, with one excuse or another, and always I could see that selling books—even first-class books, reasonable in price and on very easy terms—was not to their taste. They could see no chance in what one of the fellows called 'a jinxed job,' even when I demonstrated with documentary evidence that many men on our staff were earning excellent pay.

"Well, I went to work with the one-fifth—to be exact, twenty-eight men—that remained to prove their mettle. Within three weeks, one after another of these 'hopefuls' vanished, beaten before they had begun, leaving me with two lively chicks out of the whole brood, that got out and scratched and found the pickings good.

(Continued on page 190)

The Psychological Market—

Many manufacturers of staple articles, particularly foodstuffs, report substantial increases in sales in the small towns that more than offsets the decrease in sales in the big centers. Therefore, the small towns offer the psychological market to the manufacturer who will go after this business.

THE AMERICAN WOMAN with over a quarter of a century of prestige has built up a confidence with its readers that is incomparable. Furthermore, its circulation is more concentrated in small towns than is offered by other women's publications.

THE AMERICAN WOMAN goes into over 600,000 small town homes each month. Now is the psychological time to sell your product to these readers.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Circulation 600,000 Copies Monthly

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

Unique Shaving Cream Advertisement in Current Woman's-Appeal Magazine

A GOOD billiard player will look first for the possibilities in the way of straight, simple shots, when a new arrangement of balls on the green felt presents itself. And, when *they* are used up, he turns his attention to finding and choosing the carom shots which accomplish their purpose by indirection.

Since the beginnings of shaving soap history, manufacturers have been directing their shell-fire in the direction of the bewhiskered sex. Men have been urged to buy this or that shaving soap because it was economical, because it acted quickly, because it came in a convenient package.

Intensive competition has necessitated excursions afield with still other, perhaps stranger, arguments resulting in copy about "stiff lather" that holds the belligerent hairs firmly upright to the onrushing razor-blade and about "penetrating small-bubble" lather that works its way to the very base of the pusillanimous whiskers where alone the softening process is of any consequence or value.

act as our propaganda agent. You induce *him* to use our shaving cream. He'll be delighted with it. We will give you one of our dainty trial boxes of talc as part of your reward. And the other part will be your increased pride



Can You Believe That Beards Were Once Supposed to be Ornamental?

WHEN a girl of the early '30s stood at the altar, and promised to love, honor, and obey, the bride's customary duty to consider the possibility of being conscripted to go through life accompanied by the whims of a whimsical husband and a mother-in-law looked like the dreamy haze of a water buffalo.

In three days Congressmen, sub drivers, major generals, diplomats, and veterinary surgeons appeared to be competing for a grand prize consisting of the most beautiful and the most beautiful designs in local foliage.

Imagine the feelings of a sensitive young wife who has appeared in public with a husband who looked like a half-dressed squall or a snail; she was married for a long time.

Let it be remembered, however, that most were not always as foolish as they looked then. **1988** **1989**

Those who had passed beyond the development stage in their development had a higher success in having their children included in the game.

ing known, or for showing only such portions of their costumes as could be fixed without causing tears to flow.

CRISGATE & CO., INC. at 100 Palace

such as one gets when using Colgate's Rapid

It softens each hair at the base, where the work of the razor is done, and makes shaving a snap, so free from any discomfort, that no man can have a reasonable excuse now for neglecting to have his face smooth and clean.

If you want your husband to look his best and to be good-natured after his morning shower, make him a present of a tube of Colgate Rapid-Shave Cream, which you can get at any drugstore.

Colgate's Rapid-Shave Cream is wonderful for shaving, too. You will be delighted with the soft glossiness it imparts to your beard.

Write the name and address of your husband, father, or brother on the attached coupon, mail it to us, and we

only and has a test tube containing more enough for a three days.

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get out of it.

and satisfaction in *him* in consequence of his making his best appearance."

Now that is not the easiest sort of advertising appeal to put into final consumer-appeal language. But how well such a thing can be done is shown in an opening barrage of such indirect propaganda consisting of a full-page adver-

Advertisers
who make their
own survey of
Brooklyn are
those who
always use
the Standard
Union.

R. G. R. Hutchinson

tisement in a woman's periodical.

Even the preparation of the copy was effected by indirection, being written around a drawing rather than being prepared in the reverse, normal and traditionally-careful Colgate formula of text before drawing.

One might not think that a breezy cartoon showing a number of bewhiskered Congressmen standing in front of the national meetin'-house at Washington thirty years ago would prove the foundation for a shaving soap advertisement today. But the suffrage has brought at least a supposed interest by women in Congress.

The coupon shaped like a dance card with a drawn bouquet of flowers behind it and a small pencil seeming to be attached to it by a silk cord go a long way to heighten the feminine illusion.

It is a scintillating little bit of indirection in advertising. It is going to cause a good-natured chuckle in more than one household. It is going to make plainer the big part which the women of the country play in the shaving of men's chins, whatever may be their parts in the saving of those same men's souls.

Has Dictograph and Falls Motor Accounts

J. T. H. Mitchell, Inc., New York, has been appointed to direct the advertising of the Dictograph Products Corporation, of that city, manufacturer of radio and interior telephone equipment, Dictographs and "Acousticon," electric hearing instruments.

The Falls Motor Corporation, Sheboygan Falls, Wis., motor manufacturer, also has placed its account with J. T. H. Mitchell, Inc.

Akron Chamber of Commerce Honors E. D. Gibbs

E. D. Gibbs, advertising director of The B. F. Goodrich Company, Akron, O., has been made chairman of the Publicity Committee of the Akron Chamber of Commerce.

E. S. Annison Returns to The Ethridge Company

E. S. Annison, formerly with The Ethridge Company, New York, has returned to that organization as a member of its art staff.

Chicago Agate Club Holds Annual Election

J. Williams Macy, of Macy & Kianer, Chicago publishers' representatives, was elected president of the Agate Club, Chicago, for 1923 at the annual meeting of the club, December 5. Other officers elected are: Joseph H. Lynch, Western manager of the *Atlantic Monthly* and *House Beautiful*, vice-president; F. L. B. Foote, the Nast Group, secretary; Robert F. Murphy, Western manager of Doubleday, Page & Company, assistant secretary; L. L. Northrup, Wheeler & Northrup, publishers' representatives, treasurer. The club discussed plans for its annual benefit concert for the Off-the-Street Club of Chicago which will be given in January under the direction of Miss Margery Maxwell, of the Chicago Opera Company.

Cut-Glass Makers to Trade-mark Products

The National Association of Cut Glass Manufacturers, Inc., at its eighteenth annual meeting held in Philadelphia recently, completed plans that arranged for every member of the association to etch his products with a copyrighted trade-mark as a guarantee of its genuineness. In a few months the organization will launch an advertising campaign. The officers elected were: G. William Sell, president, Honesdale, Pa.; D. C. Tracy, vice-president, New York; Raymond H. Fender, secretary, Philadelphia; and Thomas P. Strittmatter, treasurer, Philadelphia.

Joseph Ewing with Phillips-Jones Corporation

Joseph Ewing, formerly director of sales of the Martin-Parry Corporation, commercial auto body manufacturers, York, Pa., has been appointed general sales manager of the Phillips-Jones Corporation, New York manufacturers of "Van Heusen" collars and allied lines.

Mr. Ewing was at one time with Bonbright & Co., New York, and previous to that with Fuller & Smith, of Cleveland.

"Hardware Age" Buys "The Hardware Salesman"

The Hardware Salesman, a monthly publication for hardware jobbers' salesmen, which has been published at Chicago by The Dartnell Corporation, has been merged with *Hardware Age*, New York. There will be no change in the name of *Hardware Age* as a result of this amalgamation.

T. E. Booth at Chicago Office of Batten Company

Thomas E. Booth has been transferred to the Chicago office of the George Batten Company, where he will be art director. He had been with the Batten agency in New York for the last ten years.

May we send you, gratis—

“7 FACTS

**that foretell a new
wave of prosperity”?**

An eminent business analyst has prepared for us a memorandum which establishes the imminence of a second tidal wave of business prosperity.

The seven basic facts brought out deal with fundamentals that you can use in shaping your plans for the future.

We are prepared to distribute, gratis, a limited number of copies of this memorandum.

In writing for your copy, please feel under no obligation. It is our *privilege* to pass on this valuable data to interested executives.

JOSEPH RICHARDS CO. INC.

An Advertising Agency — Est. 1874

NINE EAST FORTIETH ST. NEW YORK

“Facts First — then Advertising”
RICHARDS

Preventing Suicide and Selling Buried Treasure by Advertising

Some Unusual Uses of Printers' Ink

EAST ORANGE, N. J.,
November 29, 1922.

Editor of PRINTERS' INK:

Can you conveniently tell me some of the unusual things advertising has accomplished?

Of course, we all know advertising's power to find buyers and to find an idea, turn it into a product, promote it, and sell it; but there are some unusual things that advertising has done.

Can you refer me to any particular issues of PRINTERS' INK wherein these campaigns are referred to?

O. R. HARDWELL.

ADVERTISING has been employed to meet unfavorable legislation, enforce court decrees, draw the fangs from evil gossip, overcome prejudice against department store employment, halt a crime wave and make the telephone user forswear profanity.

The articles listed below contain descriptions of these and many other campaigns and suggest some of the fascinating possibilities of that simple formula—white space and printers' ink.—[Ed. PRINTERS' INK.]

(Printers' Ink Monthly)

Advertising—And Its Unusual Uses; September, 1922; page 23.

(PRINTERS' INK)

Advertising Data Facilitate Recovery of Stolen Goods; October 12, 1922; page 159.

Advertising to Help Build a Breakwater; October 12, 1922; page 102.

Meeting the Handicap of Unfavorable Legislation with Advertising; July 6, 1922; page 95.

Big Steel Company Uses Advertising to Speed Legislation; June 29, 1922; page 133.

Using Advertising to Draw Fangs from Evil Gossip; May 18, 1922; page 54.

A Public Service Corporation Classifies Reasons for Advertising, April 27, 1922; page 173.

Advertising Helps Sell Car Rides at Wholesale Prices; January 5, 1922; page 77.

Selling Buried Treasure by Advertising; December 1, 1921; page 17.

Market Man Advertises Himself into Mayor's Chair; November 17, 1921; page 89.

"Bridge the Bay" Advertising Sets

San Francisco by the Ears; July 21, 1921; page 57.

Advertising to Overcome a Handicap Imposed by Revenue Laws; May 12, 1921; page 80.

Coca-Cola Company Uses Advertising to Help Enforce Court Decree; May 5, 1921; page 17.

How to Meet a Whispering Campaign; May 17, 1921; page 44.

Advertising to Develop a New Business Street; March 10, 1921; page 69.

Advertise to Overcome Prejudice against Department Store Employment; February 24, 1921; page 118.

Protecting Expiration of Patent Rights by Advertising; February 3, 1921; page 81.

Don't Risk Being Murdered, Is Taxi Company's Appeal; December 30, 1920; page 122.

Advertise Big Reward in Effort to Stop Crime Wave; December 23, 1920; page 114.

Advertising to Fight Popular Fads; December 23, 1920; page 155.

Oklahoma Chiropractors Win in Advertising Bout; November 25, 1920; page 141.

Advertise for Bootleg Gin Label Counterfeiters; November 18, 1920; page 88.

Miss Alice Advertises Herself into Congress; November 11, 1920; page 137.

Making the Telephone User Forswear Profanity; August 12, 1920; page 109.

Advertising Will Put Health on the Map; August 5, 1920; page 130.

Advertising Will Help Elect Next President; August 5, 1920; page 117.

Advertising to Conquer the "Hush-Hush" Idea; June 17, 1920; page 26.

Advertising Helps Place Inexperienced Men on Farms; June 17, 1920; page 115.

Unusual Uses to Which Advertising Has Been Put (This article contains a complete list of all the previous articles on this topic); June 3, 1920; page 117.

Join "The Saturday Evening Post"

Herbert D. Allen and W. R. McHargue have joined the advertising staff of *The Saturday Evening Post* at New York.

Mr. Allen was recently with The Martin V. Kelley Company, New York. Mr. McHargue was with the Sacks Co. Inc., New York, as vice-president.

"Sunoco" Account with Chicago Agency

The Sun Company, Philadelphia. "Sunoco" motor oils, lubricants and greases, has placed its account with Williams & Cunyningham, Inc., Chicago.

A LETTER

REPRODUCED BY PERMISSION

Clark Music Co.

THE MUSIC HOUSE OF QUALITY

CLARK MUSIC BLDG., 416-420 E. SALINA ST.

SPRINGFIELD, N. H.

October 30, 1922.

The Christian Science Monitor,
Boston, Mass.

Gentlemen:

We are very happy to tell you that our advertising in the Christian Science Monitor is rated in our statistics of productive qualities as highest in the number of the inquiries developed and lowest in cost per inquiry.

We have been running advertisements in many of the National Magazines and keep a very close record of results which have been the most satisfactory of any medium of a national character that we have gone into.

It seems to us, anyone desiring to present their merchandise to a most intelligent reading public cannot do better than to go to the Christian Science Monitor.

Faithfully yours,

CLARK MUSIC CO.

By *Melville Clark*
President

MC/L

There are many similar letters in our files. They go a long way toward explaining why The Christian Science Monitor carries the advertising of thousands of retail stores, and hundreds of nationally-distributed products.

THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper

Published in Boston and Read Throughout the World

MEMBER A. B. C.

Did we elect the next President on Nov. 7th?

Did you realize, when you marked your ballot on November 7th, that you might actually be voting (by delegation of authority) for the next President?

The probability of a third party strong enough to prevent a majority vote in the Electoral College makes the chances at least even that the next President will be elected not by our usual method, but by the House of Representatives. If so, it will not be by the House elected in 1924, but by the House just elected in 1922.

This startling prospect is explained for you carefully and clearly in a remarkable article by Oliver Peck Newman in this week's Collier's.

Here is a national subject that is as personal as the ballot you mark.

Every week sees an increase in the number of thoughtful Americans who find in Collier's, besides good entertainment, this useful, personal interpretation of large affairs.

If you have something these millions can use, you can profitably tell them about it through Collier's advertising pages. Their minds are alert, open and ready to receive your message with intelligent interest.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue, New York, N. Y.



Baltimore Builds a Stadium

THE ARMY-MARINE GAME of December 2d marked the official opening of the new Baltimore Stadium.

Built at an approximate cost of \$325,000, and with a seating capacity of about 43,000, Baltimore has reason to be proud of one of the finest stadiums in the country, with the chance to stage some of the big games that hitherto have had to go elsewhere.

This is just another phase of the big, progressive spirit that is touching Baltimore life from all sides, having its effect alike on business and on people.

The NEWS and AMERICAN spare no effort in fostering these progressive enterprises, believing that where the best good of the people is concerned, there should the strength of their influence be concentrated.

And the people—NEWS or AMERICAN readers in almost every buying home in and near Baltimore—pin their faith to the opinions and policies for which these papers stand, knowing that their side of every public interest will be supported to the uttermost. It is to a receptive, responsive audience of this sort that the national advertiser addresses his message in the NEWS and AMERICAN.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a web
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

Audit Bureau Gives Free Publications Year to Withdraw from Membership

Board of Directors Incorporates Convention Directions into Bureau Machinery

FINAL sentence was passed on publications of free circulation which are at present members of the Audit Bureau of Circulations at the recent meeting of the board of directors of the Bureau at the Biltmore in New York. Publications of this class will automatically cease to be members of the A. B. C. on December 31, 1923. To clarify this ruling and give it greater emphasis the board of directors adopted a new rule defining paid circulation, reading: "A publication with paid circulation is hereby defined to be one of which 50 per cent or more of its subscribers qualify as paid subscribers under the rules of the Bureau."

Publishers of free circulation publications, now members of the A. B. C., who wish to resign will be permitted to withdraw immediately and the rule of the Bureau requiring the submission of publishers' statements and the audits of these statements will be waived in such cases. The resolution as it was adopted by the board of directors provides that "no publication shall be retained in membership in the Bureau on and after January 1, 1924, unless it is a publication with paid circulation in accordance with the rules of the Bureau."

The meeting of the board of directors concerned itself primarily with discussing resolutions which the October convention of the Bureau had ordered submitted to the board and altering the machinery of the Bureau to include certain resolutions made mandatory by the convention. Although held scarcely a month after the Chicago convention, nineteen of the twenty-one members of the board of directors attended the meeting at New York.

No final action on the so-called

"Metropolitan Plan" was taken by the board. At Chicago the newspaper division of the Bureau offered a resolution to abrogate this plan and to require the segregation of carrier, street, dealer and counter sales in the case of newspapers in cities of 500,000 population or less. This resolution was referred to the board of directors. The Standard Forms and Audits Committee of the Bureau unanimously recommended the adoption of this resolution by the board, but final action was deferred until some future meeting. On recommendation of this same committee the directors adopted the resolution that

"net paid" only shall be shown on the first page of daily newspaper forms and that the "unpaid" circulation be transferred to the second page, with "Total Distribution" eliminated. Paragraph 16 (a) and (b) to be transferred to the first page. This change to take effect with the publishers' statements for the period ending March 31, 1923, and all audit reports issued following that date.

Other resolutions adopted by the board of directors stipulate:

That the rule now reading: "If advertisers' and Advertising Agencies' copies are not separated in publisher's records, they may be combined under the caption 'Advertising Agencies and Advertisers,'" be abrogated and that copies sent to advertisers and advertising agencies be shown separately in publishers' statements and audit reports. This rule to apply to all classes and to take effect with the publishers' statements for the period ending December 31, 1922.

It shall be obligatory on all publishers of daily newspapers to furnish a list of towns receiving twenty-five or more copies for answer to Paragraph 17 of auditors' reports, such lists to be compiled by the publishers and verified by the auditors.

This rule becomes effective with the audits for the period ending December 31, 1922.

That the following rule be referred to a committee consisting of the news-

paper representatives on the Board, with Mr. David Plum as chairman, for the consideration of the newspaper division; a report to be made at a future meeting of the Board:

"Hereafter, members of the Audit Bureau of Circulations shall confine their use of circulation figures to the figures shown in either the last publisher's statement or the last auditor's report, and if the figures represent the total distribution, the net paid shall also be stated. When it is desired to show figures later than those shown in these reports, the publisher may insert current figures in his masthead, and if the figures so shown represent the total distribution the net paid shall also be stated (if figures quoted are daily figures, this provision may apply to the monthly total only). Figures shown in the masthead may be either daily, weekly or monthly, and such figures shall be subject to audit by the A. B. C. at the time of the regular audit and shall be covered either in the regular auditor's report or in a special bulletin."

That in Paragraph 12 of Farm Paper reports, circulation figures, as well as percentages, shall be shown.

This change takes effect with the publishers' statements for the period ending December 31, 1922.

The board of directors confirmed the appointment by O. C. Harn, president of the Bureau, of a Canadian Advisory Committee composed of: J. Murray Gibbon, Canadian Pacific Railway Company, Montreal; William Findlay, A. McKim, Limited, Montreal, and Fred I. Ker, *The Spectator*, Hamilton, Ont.

Texas Newspapers Organize Advertising Bureau

The Texas Daily Press League, Corsicana, Tex., an organization of Texas daily newspapers, has created an advertising bureau. The offices of the bureau are located in Dallas and are under the management of S. W. Papert of Texarkana.

The advertising bureau will be directed by the following committee: C. E. Palmer, Texarkana *Four States Press*, chairman; J. L. Nunn, Amarillo *News*; W. C. Edwards, Denton *Record-Chronic*; J. L. Greer, Denison *Herald*, and M. B. Hanks, Abilene *Reporter*.

Associated Business Papers to Have Year Book

The Associated Business Papers, Inc., New York, plans to issue its first year book shortly after January 1, 1923. This publication will contain the constitution of the association, its standards of practice, past officers, present officers, executive committee and standing committees, list of member papers, names of executives of each publication, etc.

C. M. Yager Heads Trade Press Group in Chicago

C. M. Yager, of *The Modern Miller*, Chicago, was elected president of the Chicago Trade Press Association at the annual meeting of the association, December 5. Other officers elected for 1923 are: E. H. Gleason, *Inland Printer*, vice-president; J. A. Gilbert, *Office Appliances*, secretary; Miles E. Kistner, *Hide & Leather*, treasurer. New directors of the association are: George P. Miller, Trade Press Publishing Company; A. L. Rice, *Power Plant Engineering*; J. A. Harris, *The Black Diamond*. J. A. Greig, of *Electric Traction*, spoke before the meeting on "The Trade Paper of the Future."

Changes in Staff of "Factory" and "System"

Carroll H. Thomas, who has been advertising manager of *Factory*, Chicago, has resigned to go into business for himself in Chicago as a manufacturers' representative. E. S. Cox has been appointed manager of the advertisers' service bureau of *Factory* and *System*. He was formerly in charge of copy for the A. W. Shaw Publishing Company, Chicago. Charles Melvin Hunt and E. J. Palmer have joined the Western sales staff of *System*.

Lorenzen & Thompson Open Detroit Office

Lorenzen & Thompson, publishers' representatives, have opened an office in Detroit with E. C. Ferguson, formerly manager of the automobile department of the *Detroit Times*, as manager. Mr. Ferguson was for thirteen years with Critchfield & Company, Chicago agency, in Chicago and Detroit. He was later district manager of The Whitehead & Hoag Company, Newark, N. J., manufacturer of advertising novelties.

"Kennebec Journal" Has New Owners

The *Kennebec Journal*, Augusta, Me., has been bought by a group which includes Charles F. Flynn, general manager; his three sons, Roy, Charles and Leigh Flynn; Guy P. Gannett and others. Edwin C. Burleigh, a former part owner, has retained a nominal interest.

Lewis A. Burleigh, former president, has disposed of his personal holdings in the *Kennebec Journal*.

Directs New Orleans Office of Ferry-Hanly

Warren A. Humphrey, vice-president of the Ferry-Hanly Advertising Company, has been placed in charge of the Southern branch of this agency at New Orleans.

He succeeds Alan R. Martin, who has become sales manager of the National Fruit Flavor Company.

Lifting the Lowly Galosh to Advertising Prominence

The B. F. Goodrich Company by Adding Style Element Has Given the Galosh an Added Popularity

A GALOSH has always been just a galosh, and as such won its first fame on the feet of the precedent-breaking younger generation. It had no claims to style any more than its prosaic brother, the rubber boot. Suddenly it found itself pushed to the front, a standard like the white plume of Henry, about which flappers rallied.

Without style, it won popularity because it gave a real service; it kept the feet dry. The result was that the manufacturers of galoshes found their sales greatly increased almost overnight.

But, although the galosh in itself did not possess style, its use was a fad—and the rubber manufacturer was liable to wake up one of the rainy mornings to find that the flapper had left her favorite galoshes neglected in the closet while she fared forth in satin slippers or suede pumps, regardless.

The B. F. Goodrich Company, however, decided that there was no reason why the galosh couldn't be given style to add to its serviceability in such a way that both flapper and anti-flapper would be glad to wear it. The result was the Pavlovo boot.

The Pavlovo boot is a glorified galosh. The foot and sole are of rubber. The upper is of water-proof of jersey cloth, finished with a cuff of astrakan cloth, furnished

in a variety of shades. In bad weather the cuff is turned up to give a full length protection, which keeps the leg warm and the foot dry. The cuff snaps into



This newest Goodrich creation is a real contribution to fashionable foot wear.

The Pavlovo is the latest thought—providing a handsome, graceful boot for street wear. It is also an ideal carriage boot.

The foot and sole are of Goodrich rubber. The upper is of water-proof jersey cloth, finished with a cuff of astrakan cloth.

In very bad weather you turn the cuff up and have a full-length

protection that keeps the leg warm and the foot dry. The cuff snaps into place, either turned down or up.

The Pavlovo boot goes on and comes off easily, protecting your street shoes or your dainty evening slippers. Its stylish appearance shows that the best bootmaker's skill has been used in the design.

Your dealer sells the Pavlovo. *Note—The business costume is light in the dress skirt lengths adapted for the season.*

THE B. F. GOODRICH RUBBER COMPANY, Akron, Ohio

Goodrich Pavlovo BOOT

ROTOGRAVURE ADVERTISING FOR THE NEW GALOSH

place, either turned up or down.

Like the galosh it fits over the regular shoes of the wearer, providing a presentable boot for street wear and an ideal carriage boot. It can be pulled on and off easily. It also conforms in height to fashionable skirt lengths.

The Pavlovo boot has the ad-

vantage of the galosh with none of its disadvantages. It is warm and it is waterproof, and in addition it has no flapping buckles. In place of these it has style and a pleasing appearance.

It was announced to the trade through a series of advertisements in business papers. The national campaign to consumers was begun in the fall through newspapers, rotogravure and the women's magazines. So far as can be judged at present it has caught on.

For instance, not long after it was put on sale in the West, Colorado went through a several days' spell of bad weather. Within a very short time the retailers in Denver had sold out, had cleaned out the Denver warehouse and the warehouse was wiring East and to other warehouses for more Pavlovs.

The success of the Pavlovo boot is due largely to the fact that Goodrich realized the great practicability of the fad for galoshes, and by adding an element of style to a product notable chiefly for service, was able to make an appeal to all classes of buyers.

Directing Advertising for Bermuda

The advertising account of The Bermuda Trade Development Board, New York, is being handled by the Wales Advertising Co., of the same city. Covers in full colors are being used in a list of magazines.

The newspaper advertising for Bermuda is being handled by William H. Denney Co. for the Furness Bermuda Line, and by Albert Frank & Company for The Royal Mail Steam Packet Company, all of New York.

Poor Richard Club Planning for Annual Banquet

The annual banquet of the Poor Richard Club, Philadelphia advertising organization, will be held on the evening of January 17 at the Bellevue-Stratford. "A Night in Florida, the Land of the Midnight Sun," is the description given for the feature planned for this banquet.

Drapery and Gingham Account for J. Walter Thompson

Elms & Sellon, Inc., New York, "Standish Mills" draperies, and David and John Anderson, Ltd., ginghams, have placed their advertising accounts with the J. Walter Thompson Co., Inc.

Reed Landis Heads Chicago Advertising Post

Reed W. Landis of the Keith-Landis Corporation, Chicago, was elected commander of the Chicago Advertising Men's post of the American Legion at its annual meeting December 4 at the Morrison Hotel, Chicago. The meeting, which was made up of the election, a dinner and a long programme of vaudeville turns, was attended by five hundred legionnaires and guests representing the other advertising organizations in Chicago. Other officers elected are: Kellogg M. Patterson, Western manager of the L. H. Crall Company, Cincinnati, vice-commander; Arthur Olsen, Chicago *Tribune*, adjutant; William Savage, Chicago *Tribune*, vice-adjutant; Eugene Murdock, Munroe & Southworth, printers, treasurer; and A. B. Southworth, Munroe & Southworth, assistant treasurer.

Join Kansas City Agency

The Allen C. Smith Advertising Company, Kansas City, Mo., has made the following appointments: O. B. Breuer, copy chief; J. B. Corless, account executive; J. B. Sherly, art director, and Miss Josephine A. Hollebaugh, head of the order department.

Mr. Breuer and Mr. Corless were formerly with the Gray Advertising Company, Inc., Kansas City, where Mr. Breuer had been copy chief. Mr. Sherly was with the art department of the Denver, Colo., *Post*.

An advertising campaign is being conducted in daily and weekly publications by the Sunshine Safety Lamp Company, which has placed its account with the Smith agency.

Syracuse Advertising Club Has Banquet

The Syracuse Ad Men's Club held its second annual banquet on December 5 at the Onondaga Hotel. Addresses were made by Lieutenant Governor-elect George R. Lunn, Mayor of Schenectady; Charles Lee Raper, dean of the College of Business Administration of Syracuse University, and by Dr. Bernard C. Clausen.

The officers of the Syracuse Ad Men's Club are W. Howard Burrill, president; Charles H. Kaletzki, vice-president; Donald P. Grant, second vice-president; John A. Plumb, secretary, and Ralph D. Haven, treasurer.

E. Le Roy Pelletier Joins Rickenbacker Company

E. Le Roy Pelletier, head of the advertising agency at Detroit that bears his name, has joined the Rickenbacker Motor Car Company, Detroit, as advertising manager in charge of sales promotion.

Mr. Pelletier will continue as president of the Pelletier agency, and his son, E. Le Roy Pelletier, Jr., as vice-president.

Take steps now to have prospects study the cars you show at Philadelphia's Annual Automobile Show

At the big automobile show, to be held January 13 to January 20, 1923, in Philadelphia's Commercial Museum, interest of prospective buyers will centre in the cars with which they are familiar—the cars that they "know".

You can guide these prospects to your space—make them regard your models as cars they know. You can reach nearly every Philadelphian who is in the market for a new car by advertising in *The Bulletin*—the newspaper nearly everybody reads.

Many manufacturers, advertising agencies, local factory branches and dealers are reserving space in *The Bulletin* during the Auto Show.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of *The Philadelphia Bulletin* is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

U. S. Post Office and A. B. C. Reports of net paid daily average circulation for six months ending September 30, 1922—485,145 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (8)

Make No Mistake About



John Fields

The average value of its farms, its crop production, its livestock operations, its farm-owned automobiles, its volume of retail business, the purchasing power of its farm population, make it mighty "good territory."

And in Oklahoma and Pan Handle Texas, the outstanding farm paper is

THE OKLAHOMA FARMER

John Fields, its editor, is known throughout the Southwest as the "Daddy of Oklahoma Agriculture." For twenty-six years he has labored, day and night, to give the State a system of farming adapted to its climate and its soil.

He is directly responsible for the millions of acres of kafir and Bermuda Grass that bring tens of millions of dollars to the farmers of the State. His system of "safe farming" made over the farm program of Oklahoma. His long-continued fight to secure for rural schools the funds rightfully belonging to them has improved the country schools 100%.

Circulation 1,593,160

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

THE CAPPER FARMER

Sections - Capper's Farmer - Oklahoma Farmer - Nebraska Farmer - Kansas Farmer and Mail and Breeze - Pennsylvania Farmer

keabout Oklahoma

His cow—sow—and hen campaign, now assuming national proportions, is raising the scale of living of thousands of farmers, and has already added hundreds of thousands of dollars to the net income of the State.

The improved rural credit system enjoyed by the farmers of Oklahoma; and the great advances made in cooperative marketing are in large measure due to the efforts of John Fields and the Oklahoma Farmer.

In all of these measures he has had the backing and cooperation of the bankers and business organizations of his State. Business recognizes him as a man who *does things*, and is in enthusiastic accord with his constructive program.

It is John Fields' abhorrence of bunk and claptrap that has made the Oklahoma Farmer the power it is, and that has given his paper the hold it has upon its 125,000 subscribers.

Make no mistakes about Oklahoma.

It's the Oklahoma Farmer—every time.

Back of Fields and his local staff are the agricultural specialists making up the general editorial staff of The Capper Farm Press.

From the standpoint of actual accomplishments and service, the Oklahoma Farmer is one of the Great farm papers, and is another reason why The Capper Farm Press is the *first* medium in the *first* farm market.



Line Rate \$8.15

Milline Rate \$5.12

R FARM PRESS

Marco Morrow
ASST. PUBLISHER

Nebraska Farm Journal—Missouri Ruralist
Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

Successful Investors in Advertising

are the "merchant princes" of the world

They invest in advertising as judiciously as they invest in other first class securities—with scientific judgment, placing the bulk of their business in those mediums which bring safe and profitable returns.

The newcomer in any advertising field cannot do better than follow the lead of those experienced and successful advertisers whose business enterprises are monuments to their sound advertising investments. Where these investors place the greater proportion of their advertising it is expedient for other advertisers to follow.

1922 Advertising in Chicago

This statement of display advertising for eleven months of 1922 is striking evidence of The Daily News' leadership in the six-day field in the following important classifications:

AUTOMOBILES		Lines	EDUCATIONAL		Lines
The Daily News First		542,670	The Daily News First		113,151
The Daily Tribune next		492,578	The Daily Tribune next		88,206
BOOKS			"OUT OF THE LOOP" STORES		
The Daily News First		151,893	The Daily News First		702,493
The Post next		83,730	The American next		226,202
CHURCHES			FOODSTUFFS		
The Daily News First		60,693	The Daily News First		656,487
The Daily Tribune next		26,681	The American next		448,005
CLOTHING			FURNITURE		
The Daily News First		2,073,833	The Daily News First		717,811
The Daily Tribune next		1,931,344	The Daily Tribune next		291,505
DEPARTMENT STORES			HOUSEHOLD UTILITIES		
The Daily News First		4,863,484	The Daily News First		110,317
The American next		2,242,822	The Daily Tribune next		71,588
REAL ESTATE		Lines			
The Daily News First		67,096			
The Daily Tribune next		56,084			

TOTAL DISPLAY ADVERTISING

The Daily News First 12,462,697
The Daily Tribune next 9,551,238

THE DAILY NEWS—FIRST IN CHICAGO

(Figures supplied by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

The Booklet as the Centre of the Merchandising Plan

The Cravenette Company Lets Potash & Perlmutter Clear Up Some Misunderstandings

By Roy Dickinson

THE Cravenette Company, during the twenty-two years of its existence in America, has had many difficult advertising and merchandising problems to face. At first, the idea of treating woven piece goods by the Cravenette process led to a boom in which business came in leaps and bounds. By 1908, however, competition of all sorts arose, primarily through the early absence of adequate efforts to establish a proper demand for the trade-mark. Between 1910 and 1915 the late Langdon Geer branched out in many directions, connecting the Cravenette trade-mark with straw hats, umbrellas, tenting and other specialties. Throughout the whole development of the business, especially in these specialty lines, progress was always hampered by confusion regarding the meaning of the trade-mark, which was always too frequently identified with rubber raincoats or cloth for raincoats.

Last summer the company faced a situation where it was doing a good business but not so much as it thought it was entitled to. The thing which kept a larger business from being done was the same old fact that Cravenette meant anything in raincoats. It was taking on a generic meaning. Moreover, the very name Cravenette was becoming associated exclusively with rainy days, which still further hurt the sale of the processes.

The company's investigation showed the following six misunderstandings which cried aloud for clearing up.

1. That "Cravenette" is synonymous with "waterproof" and that this trade-mark may be applied to any cloth or garment that has been treated with any process to make it watershedding.

2. That "Cravenette" is a coat made of various kinds of cloth

and used only on rainy days.

3. That "Cravenette" is a coat made of a certain kind of cloth that has been rainproofed and, therefore, used only on rainy days.

4. That "Cravenette" closes the pores of the cloth, thereby affecting the ventilating properties of the fabric.

5. That the "Cravenette" Processes are applied by any water-proofing company.

6. That incorrect forms of the trade-mark may properly be used like "Cravenettes," "Cravenetted," "Cravenetting," etc.

CRAVENETTE EXPLAINED

The facts of the case are that Cravenette is a trade-mark owned in this country exclusively by the Cravenette Company, U. S. A., and is the name of the shower-proofing process applied by this company at its two factories in Hoboken and Boston. This process may be applied to any kind of a cloth to render it rain resistant without affecting the porosity of the material because no rubber or any similar material is used to close up the pores.

Cravenette Processed garments may be worn when the sun shines or when it rains, which fact of course suggests wider markets than the "rainy days only" idea.

A merchant or manufacturer can have his garments "Cravenette processed," not Cravenetted. A great many incorrect usages of the word have grown up and all sorts of unscrupulous and keen competition has come into the field to which wrong names have been applied, most of which, however, sounded something like Cravenette.

Because of this confusion merchants and manufacturers didn't think they needed the Cravenette Process applied to their particular

goods. Showerproofing was old stuff to them and they confused the trade-marked process with ordinary showerproofing. This resulted in manufacturers and merchants, being prejudiced against the entire class the name suggested to them. "Gyp" merchants, with their fake raincoat sales, lease expirations, going-out-of-business and similar scare announcements used as sales stimulants, had brought bad repute to the business.

The situation called for immediate action.

Montague Glass is writing



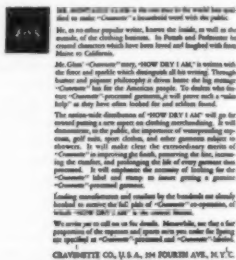
MR. MONTAGUE GLASS
is the author of the new booklet
"HOW DRY I AM" which is
being distributed to the trade
by the Cravenette Process
Company, Inc., New York City.
This booklet is a valuable
reference for the retailer
and the manufacturer.
It contains a complete
list of the Cravenette
Process Company, Inc.,
and its branches in
every city.

TRADE-PAPER ANNOUNCEMENT OF THE MONTAGUE GLASS BOOKLET

After a conference it was decided that some real human interest would help things considerably. In the midst of their regular business problems it would be hard to get either manufacturers or retail merchants very much excited about the details of a process like Cravenette. Sold to him in the usual way, it was thought, he wouldn't look into a thing so insignificant to his own well-being. How to get the trade to listen to a clearing up of the misunderstandings was a big problem. It was decided that if a book on the general subject were written by a well-known author it might be possible to merchandise this book to the trade and "get over" the educational material, sugar-coated with human interest and humor.

This idea having been decided upon, it was started immediately. A double-page spread was taken in the trade papers in which it was announced that a book by a famous author was going "to be sprung in the spring." The title of the book was already picked, "How Dry I Am." It was pictured, as one of six photographs, another one showing a world renowned author whose head was hidden behind a big arm chair because his name wasn't known at

How Dry I Am for your store



Mr. Montague Glass is the author of the new booklet "HOW DRY I AM" which is being distributed to the trade by the Cravenette Process Company, Inc., New York City. This booklet is a valuable reference for the retailer and the manufacturer. It contains a complete list of the Cravenette Process Company, Inc., and its branches in every city.

"Cravenette"

The Cravenette Process Company, Inc., New York City, is the only company in the world that makes a good fabric from the Cravenette Process. It is the only company in the world that makes a good fabric from the Cravenette Process. It is the only company in the world that makes a good fabric from the Cravenette Process.

The time. The other four pictures showed garments in a retailer's window; a news advertisement about the book in a newspaper being read by a buyer, a window in which the display was centered around the book; and a picture of the Cravenette stamp and label which identify every yard of fabric and every garment that has been Cravenette Processed.

The trade was told, "Take the elements pictured here. Consider them as one composite and coordinated proposition and you have, at a glance, an ingenious selling idea that is now placed at the joint disposal of America's men's clothing manufacturers and high-grade retailers. If any of the garments you sell are Cravenette Processed you are entitled to full use of this co-operation."

A "gift box" was prepared for use as a mailing piece to manufacturers. It contained a portfolio showing the six pictures also used in the trade copy. A note written in the first person to the clothing manufacturer accompanied this ingenious little gift box. A return card which the manufacturer himself could sign, was also enclosed.

One portfolio imprinted with the manufacturer's own name was then sent for each one of the clothing manufacturer's salesmen together with a requisition pad so that the salesman could book orders from retailers for the spring selling plan, which includes a quantity of "How Dry I Am" books, window and store display material, giant window trims and a book of newspaper advertisements.

At this time no author had yet been selected. Soon after, however, Montague Glass, creator of "Potash and Perlmutter," was prevailed upon to write the book

around which the merchandising plan was being built. It became necessary immediately to get out a rough copy of the booklet, an improvement of which would be merchandised in the spring, so that retailers and manufacturers who were out getting orders could know what it was about.

A TYPICAL MONTAGUE GLASS STORY

The book was prepared and immediately awoke a new interest. The man who thought he knew all about Cravenette, who would not read the ordinary copy, read with interest this unusual booklet written by an outsider and a man whose name had already become well known through his stories about the clothing trade.

This edition is labeled "for the trade only and not for consumer distribution." A more complete and ornate booklet will be issued in the spring for consumer distribution. The present edition covers every one of the points of misunderstanding in a breezy and un-

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

conventional style. It starts off like this, "I stopped into that store on the corner, Mawruss," Abe Potash said to his partner Morris Perlmutter. "They got a wonderful lot of bargains in raincoats there, on account of being obliged to sell out because their lease expires."

Morris advised his partner that if he wanted a real eighteen carat gold brick he would try Tiffany before he shopped around for bargains in gold bricks among the popular priced gold brick merchants of Chatham Square.

"Well, as it happens," replied his partner, "I ain't in the market for gold bricks or raincoats neither. I promised my wife I would buy her sister's youngest boy Sidney a raincoat on account he is studying night school dentistry."

"For such a purpose," Morris said, "Them robbers over on the corner probably carry a pretty good line of raincoats at that, which I thought you was buying a raincoat to wear in the rain."

And then in the partners' conversation Abe brings out the fact that he has a rubber coat which he bought ten years ago, and Mawruss claiming he didn't know rubber coats lasted that long is given the information that "any garment would last long if you never wear it." Every time he tried to wear the rubber rain coat, Abe observed, he got wringing wet from perspiration and thought he might just as well get wet from the outside in, as from the inside out.

An experience which Morris had with a salesman clears up another misunderstanding. The salesman told him there was no such thing as "a Cravenette" because the manufacturers never did make Cravenette but had been making for the past fifty years "Raincoats out of woolen cloth which has been put through a process called Cravenette."

All this and the other misunderstandings are aired in close-up conversations between these two famous partners. The book ends with this remark. "Which it seems to me that the sale of them

phoney rainproof garments should ought to be forbidden by law."

Business-paper advertising has been featuring the fact that Montague Glass is writing "How Dry I Am," for the individual store of the retailer. In every piece of copy the seal of the Cravenette Process is featured. The copy points out that no other writer knows so well the "inside as well as the outside of the clothing business." About 90 per cent of the double-page copy is given over to photographs of Mr. Glass and Potash and Perlmutter with only one paragraph devoted to the Cravenette Process.

Representatives of the Cravenette Company state that the announcement of the views of an outsider upon their merchandising problems has already aroused a great deal of interest among manufacturers and retailers. Many new accounts have already been opened and a large list of leading manufacturers and retailers has already been booked to receive the full plan of Cravenette co-operation, of which "How Dry I Am" is the central piece. Distribution of the booklets to the consumer in the spring will be helped along by the Cravenette plan of local newspaper advertising, window displays and a complete manufacturer's advertising service, all built around the book as the central point.

The local dealer is to be offered not only illustrations, but engravings of the book cover with the author's name on it, and also engravings of scenes from the story to enliven his own local newspaper advertising. The campaign from the dealer's standpoint is to offer him ideas which can add fresh news interest to his own advertising in his own town. His own copy is specifically aimed to bring more and more people into the store for the book, and naturally for clothing.

Putting the entire merchandising plan behind a booklet as the leader, offers a rather unique method of adding news value to a product with which the average business man in the trade thinks he has become familiar.



(The Interurban Terminal Station)

Indianapolis is the retail trading center for a territory extending outward in all directions for nearly seventy miles. A concentrating network of interurban railways brings this business into the city. In this territory outside of Indianapolis The News has 45,000 circulation in the better homes. Your product should have the influence of The News back of it in this rich territory. Write for your copy of the 1923 Indianapolis Radius Book.

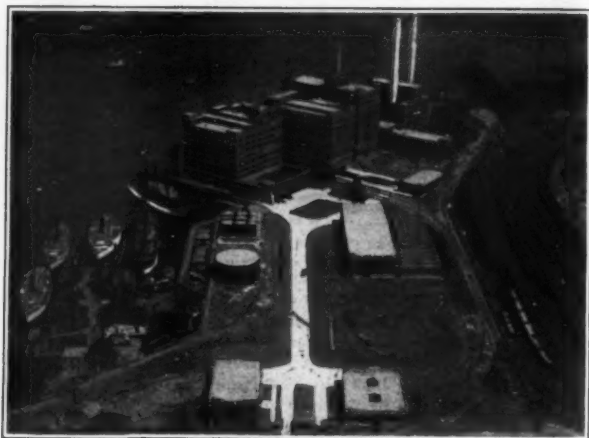
The Indianapolis NEWS

FRANK T. CARROLL
Advertising Manager

New York Office:
DAN A. CARROLL,
150 Nassau St.

Chicago Office:
J. E. LUTZ,
The Tower Bldg.

Prosperous



BALTIMORE has been attracting some mighty big propositions the last few years. The great American Sugar Refinery looming up in the background of this airplane view of Baltimore's harbor, for example.

Factories mean workers.

Baltimore

Workers mean earners. And earners mean spenders.

Baltimore is growing at a lively clip. And Sun circulation figures show that the newcomers quickly get to saying "Sunpaper" instead of newspaper just like the old Baltimoreans.

The November net paid average circulation of The Sunpapers was---

Daily (Morning and Evening)	232,238
(Sunday)	162,799

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"

Try it out in Representative Milwaukee

Sales Possibilities

Any market has some sales possibilities. But development of such possibilities are often expensive, and almost invariably more than one advertising medium is needed.

Milwaukee is different. Here only one medium is needed. It uncovers a wealth of sales possibilities at a single cost.

For The Journal is read by four out of every five English-reading families in Milwaukee. But more than this, The Journal is read by more Milwaukee and Wisconsin people than any other publication in the world. It penetrates into every corner of the Milwaukee-Wisconsin Market, including Upper Michigan.

Milwaukee, the First City of Diversified Industries, is the buying center of America's richest dairying state. Within a one-hundred-and-fifty-mile radius of Milwaukee lives 54% of Wisconsin's total population in one-fourth of Wisconsin's area. Such thriving cities as Kenosha, Racine, Madison, Sheboygan, Waukesha lie within this zone.

The Journal dominates at one cost the territory covered by Milwaukee jobbers.

The Milwaukee Journal

FIRST—by Merit

"As Milwaukee Buys—The Nation Buys!"

Has Coué a Place in the Sales Programme?

Do You Know What Happens When Imagination and Will Meet in the Sales Arena?

By Paul Sartorus

BUSINESS had taken me to the city in western New York State where an old friend of the family has a right little, tight little manufacturing plant. My particular errand was accomplished sooner than I expected and I dropped in to visit with—well, let us call him Parsons, as I don't think he'd like his name mentioned, particularly as a lecturer on Couéism. Parsons was glad to lunch with me and insisted afterward that I return to the plant to see his new turbine and some other equipment. After inspection we returned to his office.

To see the little gray book on Parsons' desk gave me quite a surprise, I'm frank to admit. This rather hard-headed manufacturer isn't grabbing at the latest thing in mental therapeutics any more than he'd start production on a line of silk hosiery for gold fish without first considering the practical use to which the product might be put.

"You too?" I grinned, pointing to Emile Coué's ubiquitous volume.

"Well," was the reply, "for thirty-odd years I've been trying day by day in every way to get better and better. Some days I shoot pretty wide of the mark. In some ways I'm still limping. But I don't know why I shouldn't take hold of any friendly advice that's extended. Coué is handling an old, old subject, but it seems to me that he has one or two new twists in it that are worth considering."

He accepted the cigar which I proffered and thoughtfully v'd off the end with his cigar cutter. I lit a match and held it for him.

He continued comfortably, "I—(puff-puff)—see that he's—(puff-puff)—going to lecture in this country. Well, someone ought

to tip him off to the fact that tucked away in his little book are some first-class tips on selling and advertising. I wouldn't be at all surprised if some smart young American adapted Coué's discoveries and put out a mail-order course on selling that would make as many good American dollars as Coué has made grateful French hearts."

A freckled young man brought in some checks for signature while I pondered over Parsons' speculation, and just how and just where Coué's theories might be hitched up with the gentle art of selling. Parsons laid down his Waterman and the young man took out the checks and his freckles.

A BIT OF COUÉISM APPLIED TO SELLING

"Yes," my host continued, puffing fortissimo to rebuild a bit his dim fire, "Coué has one proposition that's particularly worth heeding. He says that when the Will and the Imagination get in a conflict, the Imagination always wins." He picked up the book and opened to the title page. "Listen: 'Our actions spring not from our Will, but from our Imagination.' Why, that's good enough to brand on the right hand of every salesman and every advertising man in the country. Have you noticed how the poor old Will has been getting banged right and left in the past few years? The experts are discovering that we can't do creative thinking, or remember a name, or go to sleep by will power—can't force out stage fright or a headache. And why? Because throwing the will into high speed just seems to get us all tense and kinked up, and the harder you will a thing the harder it is to

get the desired action. Of course it's all right to will yourself through little emergencies, but for big, substantial results, they're saying that there is a better way."

"I didn't know that you go into these things," I commented.

"I don't very much," was the reply, "but Dorris (Parsons' daughter) eats them up. And I'm interested enough to get her findings. Once in a while I tackle a whole book on the subject, provided that she will guarantee that it's worth while. But we were looking at the practical application of Coué's teachings to salesmanship."

"We were," I agreed, "what's the answer?"

"Well," confessed Parsons, throwing one leg over the other, "I haven't tried to put it into words before, and I may have to feel my way a bit. But first: one of the other discoveries of Coué is that there isn't really any hypnotizing a person against his inclination. You can't really 'hypnotize' a man into purchasing, in spite of what some of the swivel chair experts say. You only stir up a mental conflict. But you *can* do almost anything with a possible customer if you catch him gently by the Imagination and then when it's all plowed up, drop in the seed of a Suggestion or two.

"Perhaps I can make it plainer by giving an example.

"Take the salesman who calls on me from S., M. & D. He's all will power and would-be hypnotism. He flashes a coal-black eye on me and tries to tell me exactly what to buy, how to buy, and when to buy. He demands the order today. The last time he came in we fought it out something like this—and I won.

"He said as sternly as a newly elected County Court Judge, 'How much longer are you going to cheat yourself by not handling S., M. & D. goods?' ('Oh,' I answered in my thoughts, 'maybe years and years.') 'You can't afford to disregard my line any longer,' he continued. ('Is that so?' I said to myself.) 'I want your order right now,' he con-

tinued showing all the signs of being ready then and there to take it away from me. (While I decided then and there that he never *will* get anything from me.)

"No," said Parsons, as he flicked a fly from his ear, "nobody can try that Master Mind stuff on me and get away with it.

"Now, on the other hand, there's the chap that comes in from D. & Co. Unconsciously he tries Coué on me. He gets my Imagination going and then drops in Suggestions that I want to come true. The other day he was in. And his sales talk ran something like this, 'Say, Mr. Parsons, think how much better the office would look if you had some of our filing equipment. Why, it would fit right in between those two pillars over there and would make the whole room look larger and lighter at the same time that it made your records and correspondence easier to get at. How about it?' "

Parsons pointed to the spic and span new filing cabinets. "And you see, he got me," he said.

"It's the same way with advertising," my informant branched out. "Some advertisements try so hard to stick it down your throat that you simply rear up on your hind legs and fight back, while others stir up your Imagination and get it galloping right off toward the purchase."

SETTING UP IMAGES FOR THE CUSTOMER

He ran his fingers through his thinning hair. "Here's the idea from another angle. Look at the word Imagination and you'll find that it begins with another word. Image. There's a cue. Make Images in the customer's mind, if you want to sway him. If I were selling or advertising automobiles I'd make Images of wonderful picnics, and gypsy vacations. If I were selling heating systems I'd make Images of getting out of the bathtub in winter without seeing any gooseflesh on your arms and legs, and Images of sitting around in your shirt sleeves on the coldest night in February. It's Images that get the Imagination going and

For Her
DRESSING TABLE



© E. I. Dupont
de Nemours Co.

VOGUE has been an important factor in our advertising of Pyralin Toileware for many years. We believe that it is regarded as an authority by well-to-do women and is carefully followed by the important trade as well. We feel that Vanity Fair and House & Garden are edited for and read by the same type of people, and we are now using all three magazines because they reach effectively this "able-to-buy" market. (Signed)

E. I. DUPONT DE NEMOURS CO.

VOGUE

open the check book, if I understand Monsieur Coué rightly. Watch your Image-making ability," cautioned Parsons smilingly.

"I will," I promised.

"And here's another one," went on the manufacturer as he opened the little book again. "Every thought entirely filling our mind becomes true for us and tends to transform itself into an action." Give them *one* vivid Image at a time if you don't want all their thoughts scattered in thin air. Some ads and sales talks are regular Ali Baba's caves, so stuffed with assorted attractions that you don't know where to begin—and so you don't. You can make one Image at a time far more vivid than ten."

The telephone rang. An animated discussion followed. Parsons hung up the receiver and reached for his hat. "A shipment just in from Duluth has been damaged in transit," he explained. "I'll have to run over and examine it."

As my train was leaving in an hour, we went out the door together. By way of concluding the subject, he said, "You can't prove out Coué's ideas or any other ideas for that matter except by trying them, can you?"

"Right," I replied, "and that's exactly what I propose to do."

National Campaign to Advertise Cosy Toes Slippers

National magazines and trade publications will be used in a campaign by the Standard Felt Company, West Alhambra, Cal., to advertise Cosy Toes slippers. This account has been placed with the Los Angeles office of Lord & Thomas.

Joins Los Angeles Publication

Stanley Ikerd has been appointed advertising manager of "Southern California Business," official publication of the Los Angeles Chamber of Commerce. Mr. Ikerd was at one time Western advertising manager of *The Crescent* and *Associated Advertising*.

The executive office of the *Appalachian Trade Journal* has been moved from Knoxville, Tenn., to Cincinnati, O., where J. R. Williams, publisher, will make his headquarters. W. D. Williams will manage the publication office which remains at Knoxville.

Washington Druggist Runs Twenty-six-Page Advertisement

Every year the Peoples Drug Company, Washington, D. C., operating a chain of fourteen drug stores, runs a special newspaper advertisement. This year the advertisement covered a special section of twenty-six pages, an increase of twelve pages over the advertisement of last year. The owner of the Peoples Drug Company, Dr. Malcolm Gibbs, stated that in the ten days following last year's advertisement, his company did the largest business in its history.

A New Illustrated Weekly for Women to Be Published

A new illustrated weekly newspaper for women will be published by the Modandred Publishing Company, New York. It will be called *Woman's National News* and will have a page size of 22 by 30 inches. The first issue is to appear December 30, 1922.

Carlos H. Landahl, recently with the City Trust & Savings Bank, Youngstown, O., has been appointed business manager.

Will Join "Electrical Merchandising"

Arthur E. Towne, recently assistant manager sales promotion for the Marshall-Wells Company, wholesale hardware, iron and steel merchants, Duluth, Minn., will join the editorial staff of *Electrical Merchandising* on January 1, 1923. Mr. Towne was at one time with the advertising department of the Winchester Repeating Arms Company, New Haven, Conn.

New Accounts Placed with Toronto Agency

The Peerless Products, Limited, is conducting an advertising campaign in Toronto, Ont., newspapers for Peerless Beauty Clay. This campaign is being directed by Norris-Patterson, Limited, Toronto advertising agency.

This agency also has the account of The Refinite Company of Canada, Limited, manufacturer of water softeners.

Norfolk, Va., Account for Cecil, Barreto & Cecil

The F. S. Royster Guano Company, Norfolk, Va., has placed its advertising account with Cecil, Barreto & Cecil, Inc., Richmond, Va. Advertising for this account will appear in farm papers and in small-town newspapers.

J. M. Case with Detroit Bank

The Dime Savings Bank, Detroit, has appointed Julian M. Case head of its new business extension department. Mr. Case has been engaged in sales and advertising work for a number of years.



Posed by Marie Doro

Photograph by Baron de Meyer

THE Stage adds its glamor to the pages of Harper's Bazar. The photographs of theatrical celebrities in Harper's Bazar are taken exclusively for the Bazar. And Frederic and Fanny Hatton, themselves playwrights noted for their smart comedies of society, contribute the dramatic reviews. Another feature that interests women of wealth and social position in Harper's Bazar.

Harper's Bazar

Who's Who .

C We refer specifically to the automobile advertising situation. And by automobile we mean *automobile passenger car* lineage. Accordingly, we do not include the lineage of motor trucks, taxicabs or accessories.

[*The statistics opposite are from headquarters . . . the Advertising Record Co. . . . an independent audit service subscribed to by all Chicago newspapers.* **]**

Chicago Herald a

NEW YORK: 1819 Broadway
SAN FRANCISCO: Monadnock Bldg.

in Chicago?

C From Jan. 1 to Nov. 30, 1922 58% of all the *automobile* advertising was placed in the two morning newspapers the CHICAGO HERALD AND EXAMINER carrying 375,254 lines 16% MORE than the highest evening paper [the Post] and 30% MORE than the second evening paper [the Daily News].

Carve your own moral!

d and Examiner



Is Marketing Part of the Farmer's Business?

ANSWERING the question: "Is selling part of the manufacturer's problem?" Obviously the answer is an emphatic "yes."

The farmer, too, must consider selling *at a profit* part of his business. Increasing production to create a surplus that will depress the market will not enable him to sell at a profit. But intelligent, orderly marketing will.

Years ago, the Oklahoma Farmer-Stockman began its fight for better marketing of farm crops, realizing that economical production is only half of the farmer's job.

The other half is profitable *marketing*. And profitable marketing is necessary for the creation of a prosperous farm market.

**THE OKLAHOMA
FARMER-STOCKMAN**
PUBLISHED BY THE OKLAHOMA
PUBLISHING CO. PUBLISHERS OF THE DAILY OKLAHOMAN
AND OKLAHOMA CITY TIMES

CARL WILLIAMS

— Editor —

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.



E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

John Wanamaker— The Super-Merchant of America

An Originator, a Promoter and a Supreme "Trader"

By W. R. Hotchkin

For Ten Years Sales and Advertising Manager, John Wanamaker, New York

JOHN WANAMAKER is dead! His is the most commanding figure in world-wide retailing to-day, and he has held that position of eminence and interest for the greater part of the past half century—deservedly.

John Wanamaker was an originator. He was the first man to put imagination into business in a big way, and he made his stores express it interestingly, refreshingly, every day throughout his long and successful career.

In several elements of his character, essential to business success, John Wanamaker has rarely known an equal. In conception, initiative and courage, he was supreme. He was the greatest dramatist of dry goods that the trade has ever developed.

He was the first merchant to discover and utilize advertising as the most powerful selling force, and that conception and policy were the direct result of his primary faculty of conceiving and dramatizing the story of the merchandise.

There was a time when John Wanamaker was called "the Barnum of the retail business." The title was intended as a slur. But when we change it and insert the name with which his should be compared, we will realize that the truism was the highest compliment that could be paid to his genius for origination and initiative. He was the David Belasco of retailing. He was a great "showman," just as David Belasco is a great showman.

He clothed dry goods and apparel with the daily setting of high dramatic art. He was the first man who had the courage to spend vast sums of money, first to import French costumes, wraps and furs, in quantities that seemed at times like prodigious extra-

gance, and he was the first American to give them the splendor of royal settings and to stage their display as a highly artistic drama of correct and newest fashions.

As a salesman, it was his principle, so far as physically possi-



© Underwood & Underwood, N. Y.

JOHN WANAMAKER

ble, to show the goods to customers under the exact conditions that they were ultimately to be used. And so John Wanamaker was the first to create completely furnished rooms, settings of furniture, upholstery, rugs, china, etc., the climax of which developed in the creation of the famous "House of the Future" that was constructed through two floors of the new building in New York, and the other marvel of merchandise demonstration—the Auditorium, constructed on the floor below, which, with its great organ, was the most finished temple of music

that had ever been built for retail purposes.

Thus he dramatized the selling of pianos, of furniture, upholsterings, carpets, refrigerators and bread-mixers. His stores always teemed with merchandise that was *alive*. Everywhere throughout the building the goods were talking enthusiastically, graphically, convincingly to the customers in front of the counters—little wonder that it bubbled out so constantly, so effectively, in the advertising.

John Wanamaker was an originator, a promoter, a salesman, rather than an organizer. He was a supreme "trader." He was not an executive, or a financier, in the true sense of either term.

If he had had a genius for organization and for finance; such as was possessed by Marshall Field, for instance, his businesses would doubtless have been doubled or trebled in size. The fact that his businesses grew to be the largest in volume in each of the great cities in which he operated, in spite of a disorganizing influence generated by himself, and in spite of an impotence to rightly use the financial power inherent in his always safely solvent business, simply proves the strength and virility of his other commercial attributes.

IN THE DAYS OF 1907

No man ever "rocked a boat" harder than did John Wanamaker in the serious days of 1907, and afterward when most merchants were exerting every energy to husband all resources and all commercial and financial friendships.

The whole dry goods trade watched the papers every morning for the news of the anticipated Wanamaker smash, and many antipathies grew so violent that they would not have sympathized with the victim of the expected disaster. No man will ever know what a stupendous price John Wanamaker paid during that period for his lack of the financial sense. Perhaps no man but John Wanamaker could have weathered such a storm, with such rumors flying. It was then that John

Wanamaker proved that the trader of skill, courage and power can make enough to pay any price for his independence of action, when his personal pride stirs him to his supreme effort.

When we think of what John Wanamaker has done—how far he has gone—when so many different times he chose to drive his business craft through the up-current, among the dangerous financial rocks, one is compelled to wonder how vast his business might have been, if he had chosen to follow the smoother paths of efficient organization, harmony of direction, greater diplomacy in treating with many powerful trade interests, and a better knowledge of the laws of finance.

But, perhaps, he could not have been John Wanamaker, in his other magnificent qualities, if he had not been just what he was, in all his phases.

John Wanamaker was a physical marvel. If he ever took interest in any athletic sport, I have no knowledge of it. Yet he was as straight in figure, as lithe, as quick in step, as an Indian—and this youthful vitality lived in him until he was well up into the seventies. He worked early and late and had almost ceaseless problems or worries piled upon his regular business labors. Yet no man ever seemed to have such freedom for leisure, when a real friend came into his office to see him. I have seen him chat for an hour or more, about books and flowers, to an interested friend or customer, when pressing business and several executives of the store were waiting outside his door for the important conference.

No man could get rid of an undesired visitor more quickly and less obviously than he, and no man whom I ever knew could so impress, man or woman, when he wanted to do so, with the feeling that nothing gave him so much sincere pleasure as having them with him and staying as long as they could.

To his customers, John Wanamaker was the soul of courtesy. I have seen him when he was hur-

The Magazine that Entertains—and Serves

Cosmopolitan entertains—decidedly. But it does more—it serves.

Do you have car trouble? Thousands of Cosmopolitan readers are writing to Cosmopolitan's Motoring Service, *and getting help.*

Are you worried about the best school for John who is backward, or for Mary who is a born leader? Thousands are having such worries solved by Cosmopolitan's Educational Department.

Do you want to know the most delightful way to exchange bronchitis for sunburn this winter? Thousands are making their winter vacation plans through the expert assistance of Cosmopolitan's Travel Service.

Through these departments Cosmopolitan is doing a double job, serving its readers and creating business for its advertisers.

Fiction Interprets Life
Cosmopolitan
America's Greatest Magazine

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

rying to get to his office—perhaps with an important appointment—addressed by some customer who knew him, with a pleasant: "Good morning, Mr. Wanamaker!" His face fairly glowed with the cordiality of his response to the greeting—the warmest smile and always the well-chosen, cleverly worded greeting that was usually a compliment. But he rarely ran away, then, no matter how great his hurry. He always showed keen interest in having the person well served, and frequently knew something at that counter that he particularly wanted exactly that man or woman to see. He didn't scare the salesgirl to death, either. He spoke to her in the most fatherly manner, as though she were his daughter and they were entertaining an honored guest whom they wanted to serve in the most perfect manner. He always seemed able to call the salesgirl by her name and discuss with her, with fullest respect what else they had that, Mrs. Blank should be shown.

HIS EXPERIENCE IN POLITICS

On the other hand, in politics, John Wanamaker was impossible. He simply did not have the temperament for it. He was a powerful and a tireless stump speaker; but he lacked the personal magnetism to sway and hold his audience. He could not be a "hail fellow—well met." He never could disguise the fact that he merely tolerated politicians, and he was vastly better when assailing an opponent than when creating propaganda and friends for his own cause. He was too austere, too far away from the people whom he wanted for followers. He never seemed to realize that he had to sell them his ideas. He thought he ought to be able merely to tell them what they ought to do, and how they ought to vote.

As an advertiser, John Wanamaker was the best, and I think the worst, I ever knew. Perhaps no creator of advertising of definite skill was so variable. Of course, every bit of copy that he ever wrote has been full of indi-

viduality and attention-getting quality; but a vast deal of his copy should never have been printed. That is always the fact with every great writer; but others either realize the shortcomings themselves, or have them picked out for them by their publishers. John Wanamaker could publish anything he paid for.

Many years ago in Philadelphia, I handled a full-page of John Wanamaker's copy, which was a direct reproduction of his autograph copy—the handwritten words, as well as the entire page layout. It was written by him on a sheet of paper ruled off to page size for the purpose, and it was a corker!

Never was an advertisement published that was so impossible to miss, or one that so compelled the reading of every word! And the words were well chosen—thoroughly descriptive of the occasion, convincing and compelling. It was John Wanamaker speaking intimately and personally to every man and woman in the city of Philadelphia, and they just knew that the event was extraordinary because he did this amazing thing. It was characteristic of John Wanamaker, and I can't conceive of any stronger advertising.

At another time in New York I saw John Wanamaker write and design an advertisement to be run in about a dozen high-priced magazines for a full-page, that was so vague and incoherent, so puzzling, so illogical, that I spent days trying to get him to change it, and every change was for the worse, instead of along the lines suggested, and each one added more lines to crowd the type smaller and smaller. Our agents and various publishers were horrified. I was mightily upset; but John Wanamaker could only see his own comprehensive conception of what he meant, and could not seem to realize that with all the words, the story was not told in a manner to make his peculiar simile clear.

But, after all, John Wanamaker is today known only for his editorials, and they have been won-



"Minneapolis Week," proposed by The Journal one day and proclaimed as Official by the Mayor the next, has definitely measured the influence of The Journal. The week has produced a \$3,000,000 hotel, a \$1,000,000 Shrine Temple and the decision to build a \$1,000,000 Auditorium.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

LARGEST FARM PAPER—1,150,000

Dairy Farmers
who read The Farm Journal



For thirty-seven years his whole job has been farming and helping farmers—he has made a fine success at both.

THE FARM JOURNAL—1,150,000

THE FARM JOURNAL—1,150,000

A Fighter—but Fair Minded

16,000 farmers in eastern Pennsylvania and Maryland, southern New Jersey and Delaware belong to the Interstate Milk Producers Association, one of the most successful dairy farmers associations. Association farmers are getting a far better price for their milk; distribution costs have been reduced; promotion work in one year has increased milk consumption 14%; education of farmers is improving the quality.

Frank P. Willits, *a dirt farmer* of Delaware County, was president during the first five difficult years, when the association was proving its value to farmers and its power to the milk dealers, when permanent policies and precedents were being established and mistakes would have been most dangerous. Mr. Willits' determination, unconquerable enthusiasm, clear headedness, good fellowship and ability to create confidence have been prime factors for success. Dealers, as well as farmers, learned to trust and respect him, and suspicion, hostility and arrogance have largely vanished. Home responsibilities pressed heavily on Mr. Willits and he resigned in 1921. Then the National Milk Producers Federation made him treasurer and Pinchot named him on the committee of eighteen to suggest improvements in the state government.

Altogether, he's the fine type of an American who has made a success of his business by hard work and good judgment, who has given his service generously to public enterprises and secured an honored place in his community.

Mr. Willits says he has been taking The Farm Journal fully forty years, and that shows what he thinks of it. "It's difficult," he adds, "to point out how The Farm Journal is different, but it just seems to fit our needs."

The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

LARGEST FARM PAPER—1,150,000

derful! Some have been questionable, of course; some have been vague, fragmentary, or disconnected in their thought or expression; but they were the earnest outpouring of a thoughtful man, with a fertile mind and a picturesque imagination. John Wanamaker's vocabulary was individual—intentionally "homely" and sometimes intentionally freakish, to gain attention and comment. John Wanamaker fully understood the value of the bizarre expression and the unusual word, and while he frequently slipped into tangled grammar, he rarely misused the rarely used word.

By his editorials, John Wanamaker became a living and interesting personality, who commanded the respect and confidence of the public. His competitors have called some of it egoistic self-praise and worse. But they have inspired him and his people to constant forward-going store-keeping. They have stimulated thousands of other merchants and executives. They have set a standard of progressiveness for American storekeeping. They have breathed desires that have become store principles and ambitions that have become realities in the Wanamaker business—as though John Wanamaker had made a mark up there and had then gone up to it. They have always pointed progressiveward and then the store's progress has followed.

The world will miss John Wanamaker, and it will be many a day before another commercial voice of equal calibre and quality dares undertake to write and publish a wholehearted and humanly interesting message to the American public every weekday in the year!

Advertising "Armor" Bushings in Trade Papers

Color pages and inserts are being used in automobile trade papers by the American Bronze Corporation, Berwyn, Pa., to advertise "Armor" steel-jacketed, bronze-lined bushings. The New York office of The Arthur M. Crumrine Company, Columbus, O., advertising agency has been appointed to direct this account.

Indications of a New National Chain Store System

The establishment of a new country-wide chain-store system selling wearing apparel, dry goods, shoes, etc., is presented in an advertisement that has appeared in newspapers under the heading "Wanted—Manager of Chain Stores."

The first paragraph of this advertisement indicates that this chain-store system is to be created by a nationally known organization not now in the chain-store business.

The entire advertisement supports a statement made in *Printers' Ink Monthly* of December by G. A. Nichols to the effect that a large mail-order house is considering plans for the establishment of a country-wide chain of stores.

This statement was given by Mr. Nichols in an article "What Is Happening to Retailing?" and read as follows:

"A great many smart merchandisers believe that the retail mail-order house, rather than the retail store, is working along to a great organic change. They—and among them are some of the foremost mail-order men themselves—seriously advance the thought that catalogue selling to the consumer has been forced down from a pinnacle it never again can reach. Some even look ahead for ten years or twenty years and see great houses, such as Sears and Ward, selling their goods at actual retail through systems of chain stores. The idea is startling. It is almost fantastic. But who can look about him, soberly and clearly, in the light of what is happening, and say it is foolish or impossible? Indeed, one of the large mail-order companies is actually considering right now the establishment of a country-wide chain of stores.

"From all I can find out, this concern expects to operate its chain of retail stores under a separate name and to carry on its mail-order business as at present. Then, if it finds it has interpreted correctly the present handwriting on the wall, it can gradually throw its resources and efforts more and more toward the chain and at the same time be in position to take care of whatever mail-order business may come its way."

Representatives Club to Meet

W. Russell Green, advertising manager of The Charles M. Hires Company, Philadelphia, will address the Representatives Club of New York, magazine representatives, at a luncheon meeting to be held at the Yale Club, New York, on December 18.

James J. McMahon, for fifteen years with The Standard Farm Papers and for the last five years manager of the Chicago office of that organization, has resigned, effective December 31.

George F. Meredith has joined the copy staff of the Lockwood-Shackelford Co., advertising agency, Los Angeles.

When Mrs. Brown calls on the Warburtons



"For the Browns are the real supporters of progress in the arts. They are always the first to take up the new idea. Who had incandescent mantles first? Neither you nor I; but the Browns had them while we walked in darkness. Who first discarded the old musical box and bought the gramophone? Who seized the safety bicycle and made it their own? Who listens to the voice of the inventor crying in the wilderness? Not the cultured and leisured ones of the land, not the literary and scientific, but the Browns, the Cerebos of the earth. They are the people who read the advertisements."

WILLIAM MCFEE, in *"Casuals of the Sea."*

When Mrs. Brown calls on the Warburtons

THE Warburtons are one of the "old" families, and have been ever since great-grandfather Felix Warburton made a fortune in real estate. They have a stately home on Park Street with great broad dreaming lawns and paths that wander drowsily among the garden plots and vine-roofed houses that were built for tea and all such things. And the younger Warburtons go away to stylish Eastern schools and the older Warburtons do their shopping on Fifth Avenue.

It is something to be invited to the Warburtons. At least, the Browns of Elm Street think so

Every time Mrs. Brown returns from an afternoon at the Warburtons, she is strangely, though happily, dissatisfied. As she rests in the quiet comfort of her own snug living-room there tiptoes softly through her mind a luxurious procession

of deep Oriental rugs, Gobelin tapestries, an old Italian walnut table, old chairs darkened by centuries of use but still covered with that precious Seventeenth Century velvet What high charm and magnificence abounded in the Warburtons' great rooms!

And, however unconsciously, Mrs. Brown appraises with a critical eye her own arrangements—and selections—of furniture, draperies, pictures and color schemes.

Would the Warburtons have appointed this room just so? Wouldn't a tapestry lend a gracious background to that cabinet on the East Wall?

Mrs. Brown wonders, because Mrs. Brown is reaching out and up. She knows that some day, as fortune favors Mr. Brown, they, too, will live on Park Street, the smartest street in town; and they, too, will need to be equal to the great new social station. Mrs. Brown wonders—and prepares.

The Designer is aimed at such women as Mrs. Brown, restless, aspiring, upward-moving, who live on Elm Street and have their eyes on Park Street.

Restless, aspiring, upward-moving With whom would advertisers more willingly make acquaintance?

The DESIGNER

THE DESIGNER PUBLISHING COMPANY, INC.
NEW YORK



Beating Price Competition with an Economy Appeal

National Campaign of the F. E. Booth Co. Introduces Sardines as a Food instead of a Delicacy

By Roland Cole

ONE of the things that make price slashing possible is consumer ignorance about the product. When a manufacturer seeks to put an article on the market, through dealers, with nothing but intensive sales work behind it, he leaves the dealer to tell the story of it to the public. No matter how well the dealer may try to tell that story to his customers or how good his intentions may be to sell at the full price and get his profit, sooner or later the resistance offered by his customers' ignorance, or his stock of lower-priced competitive brands, will tempt him to force the new article out by the most effective way he knows—cutting the price.

This experience has been repeated a great many times in the packaged-food field. While it is true that a number of products have won their way on quality without consumer advertising, most of those which have, were established years ago when population and competition were not so plentiful as they are today. What the consumer needs to know is something more than that the product is good. He or she wants an idea along with a good product. The dealer can put the product into the consumer's hands, but the idea not being a tangible item that takes up shelf room, may be overlooked.

Among the problems confronting the F. E. Booth Co., packer of California Sardines, were the constant cutting of prices among dealers, a spotty and insufficient distribution, and a limited consumption among consumers, the latter due to the fact that sardines have always been looked upon as a side dish or relish, and not as a food article which could serve as the main dish of a dinner.

Consumers generally throughout the country are well acquainted with the small imported sardine, packed in oil, but many are not acquainted with the California sardine, which is a much larger fish, although a genuine sardine, a can of which would constitute a main-dinner dish for four people.

The F. E. Booth Co. is an old and well-established concern on the Pacific Coast.

The company was incorporated in 1916 and is a consolidation of the Sacramento River Packers Association, established about 1884, packer of salmon, fruit and vegetables; the Monterey Packing Co., established in 1895, packer of salmon and sardines; and the F. E. Booth Brokerage Co., doing a general brokerage and commission business, with connections in the Orient, Australia and Russia.

Among the company's properties are a fish and refrigerating plant at Centerville, Cal., in conjunction with which there are farms of 700 acres of asparagus and 350 acres of tomatoes; a fruit and vegetable packing and refrigerating plant at Pittsburg, Cal.; fishing stations at Tomales Bay and Drakes Bay; twelve ocean-going gasoline fishing boats of various sizes and retail fish markets in San Francisco and Stockton.

WHY ADVERTISING SUPERSEDES DEMONSTRATION

Until the present year no definite plan of advertising had been worked out and put into effect. In the past the company's efforts have been concentrated along the lines of aiding dealers by means of demonstrations. This work has been valuable as far as it has gone, but it has been expensive and has lacked the benefits of permanent results. This year, consequently,

the decision was made to discontinue almost all demonstration work and devote a larger amount of money to national advertising through magazines. By this means the company feels that it can establish its name and product in the public mind, obtain national distribution and build up a large

of Sardines as big, delicious, nourishing fish, five to seven inches long, that can be served frequently to help keep expenses down.

You know that in the past women have thought of Sardines as little delicacies for picnics and late-at-night suppers.

Think what we are doing for you. Instead of selling an occasional can of Sardines, you are now going to sell several cans of Booth's Crescent Brand "Food-Sardines" to your customers every week.

This is a big move. We are putting these big Sardines in a class with beef, lamb, veal and other staple meats.

Third, we are shipping in every case a display card on which you can mark your price of Booth's Crescent Brand "Food-Sardines." Put the display card on your shelf or in the window with a few cans of Booth's, and they will sell out your stock before you know it.

Booth's Crescent Brand "Food-Sardines" are a quality product. Their tremendous sales so far have been built on the repeat orders of satisfied customers.

Now they are becoming a staple. Women everywhere will know about them. They are a fast seller. They mean turnover. Turnover means profits.

Get a trial stock of Booth's Crescent Brand. Put them out. Watch them sell.

See how we are doing these big things in the advertising. It is all explained on the next page.



Save \$4.00 Monthly With This Dinner Dish

Serve once a week—through five busy people—at 64c per plate

YOU save five cents for a handsome dish. You save five cents for a handsome dish. You save five cents for a handsome dish.

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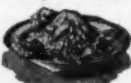
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One Minute Salad

One of Booth's Sardines, served with a little of the following dressing, makes a delicious salad. It is a quick and easy way to serve a salad.

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A NEW ANGLE TO THE ECONOMY IDEA, SHOWN IN GENERAL MEDIUMS

volume of business on sound merchandising principles.

Before the salesmen were sent out this year a broadside in two colors went by mail to a list of 100,000 brokers, jobbers and retailers, containing the following message:

You have sold Sardines in a hit-or-miss way for years.

Now we are going to help you make them pay you big.

Here are three big things we are doing for you.

First, we are running a great national advertising campaign, the first ever run on Sardines.

Second, we are educating women to think of Booth's Crescent Brand "Food-Sardines" as a necessary food item in their homes. We are making them think

advertising and the schedule of insertions with circulation figures.

Following the mailing of the broadside, the sales force went into the field, combing the country from one end to the other, calling on dealers and extending distribution as rapidly as possible.

To distinguish Booth Sardines from imported sardines the company worked out the following logotype design:

BOOTH'S
Crescent Brand
FOOD-SARDINES
Dinner Size

This, it was felt, would quickly convey the thought that Booth's

IF YOU LIVED IN ST. LOUIS



You'd find a
new joy in
books

WITHIN a week or so you'd find yourself looking forward to the Saturday Book Reviews in the Globe-Democrat.

At the bookstores you'd find these reviews kept in special portfolios to aid you in selecting the latest books.

A few talks with book dealers would show you why it is that the Globe-Democrat carries more book advertising than all the other St. Louis papers combined.

You'd "sell yourself" on the indispensability of the Globe-Democrat for your own advertising.

**Globe-
Democrat**

St. Louis' Largest Daily

F. St. J. Richards, . . . New York
Guy S. Osborn, . . . Chicago
J. R. Scolaro, . . . Detroit
C. Geo. Krogness, . . . San Francisco
Dorland Agency, Ltd., . . . London
Assoc. American Newspapers, . . . Paris

Sardines are a new and different sardine—and a food, not merely a delicacy. Moreover, it is necessary to stress Booth's "Crescent Brand" because of the fact that there is another Booth company in the fish packing business.

The advertising campaign to the consumer swings on the economy appeal. This is the big idea that goes along with the product. "See what a quarter buys for a family of four," says one message. Another says, "Save \$4 monthly with this dinner dish. Serve once a week—enough for four people—at 6¼ cents per plate."

As an introductory message the economy appeal does two things: It lifts California sardines out of the delicacy class and makes the public think of them as a main dinner dish along with beef, lamb, veal and other staples. It familiarizes the public with the retail selling price and stabilizes that price among dealers. The price is played up prominently in the advertising, and made to appear low, not by comparing it with the prices of other brands of sardines, but by contrasting it with the prices of other dinner dishes. As for example:

The main dish of a dinner for four people costs only a quarter if you serve this food.

Other main dishes for four cost \$0.90 to \$1.25, from four to five times as much.

So by serving delicious "Food-Sardines," Dinner Size, but once a week in place of more expensive foods, you save from one to four dollars a month.

Every advertisement features a recipe made with Booth's Crescent Brand Sardines, the dish attractively illustrated. One of these is "Scalloped Food-Sardines"; another "Booth's Sardine Loaf"; and still another "Food Sardines Fried in Crumbs." A coupon reading "Please send free book of recipes" is a part of every advertisement.

During the progress of the campaign the economy appeal will gradually give way to the uniqueness of the article and its value as food. This appeal is presented as follows:

Booth's "Food-Sardines," Dinner Size, are genuine sardines from our own waters off the California Coast.

They have the real sardine flavor and the firm, tender meat.

But they should not be confused with the small, costly, imported sardines with which you are accustomed.

Booth's are large, nutritious fish, five to six inches long, packed in delicious sauces.

Being a domestic product, you pay no customs duty on them. That's why they cost so little.

Booth's "Food-Sardines" are rich in protein, the builder of tissue. And they provide over 900 calories, food energy units, to the pound.

Use them in any one of a score of delicious ways; as a dinner dish; for salads; for sandwiches; for chafing-dish suppers.

Once you try them, you'll serve them each week by family request. They'll enjoy the dinners. You'll enjoy the saving.

The appetizing flavor, the nourishment and the convenience of the product will also be described and emphasized.

The campaign, a pioneer in the national advertising of California sardines, lifts the product at once out of the price competition class, stimulates distribution, and introduces the sardine as a food staple to millions of new consumers, thereby increasing production to the point where the packers and the distributors are assured a fair and reasonable profit.

New Dentifrice Advertiser from Spokane

The Somish Company, Spokane, Wash., is now marketing a dentifrice under the trade-marked name of "Somish," an Indian term signifying a "charm" or "wonderful medicine." P. H. Brady, sales manager of the Somish Company, informs **PRINTERS' INK** that the present marketing plan calls for the introduction of the new product by a one-section-at-a-time method until national distribution has been obtained.

The Carl W. Art Agency, Spokane, is directing the advertising for this product.

The company plans to market other preparations under the name "Somish." Mr. Brady also informs **PRINTERS' INK**.

Tolbert C. Miller Joins L. S. Murdock Co.

Tolbert C. Miller, who for the last five years has been associated with The Manternach Company, Inc., advertising agency and the Graphic Arts Company, both of Hartford, Conn., has resigned as vice-president of the Graphic Arts Company to join the L. S. Murdock Co., Cincinnati, direct-mail organization. Mr. Miller will be engaged in service and sales work in his new connection.

The "Carriage Trade"

(There's not enough of it to go around)

In the days when "carriage trade" really meant something, the fine ladies bought silks and the humble workingman bought hickory shirts.

In these days (when the merchants who crave "carriage trade" would starve on it if they had nothing else) the humble workingman buys about as much silk as the fine lady, and he outnumbers the fine lady a thousand to one!

No, there is not enough of it to go around, not nearly enough.

For each Rolls-Royce there are ten thousand low priced cars. For every ermine cape there are ten thousand Hudson seal coats; for every hand-made boot there are ten thousand substantial "readymades."

And the man who rides in the Rolls-Royce can't eat any more pancakes than the chauffeur!

Yet see the scramble for the "carriage trade"!

The wise merchant long since turned to mass patronage for his bread and butter. He *likes what there is* of the "carriage trade," but he likes it for what it is—a toothsome side dish.

The kind of MASS audience that is reached by the Chicago Evening American is what he likes in Chicago—the kind of MASS that includes all the "class" that is influenced by advertising.

CHICAGO EVENING AMERICAN

EVENING

Why Farm and Home Is Making These Big Gains

Farm and Home is not the farm paper that has the largest circulation, but there is no other publication of its class that *stands better with its readers.*

This is a broad statement, but the best indication of its truth is the fact that for years the circulation statements of *Farm and Home* have shown it to be the top-notch among National farm papers in the percentage of subscriptions *renewed.*

Farm and Home has been particularly strong with the business farmers of the country for the last two years, because its long-established editorial policies have been peculiarly well adapted to the trying problems which farmers have faced under reconstruction conditions. (You will find details regarding this condition in "The Foundation of Value"—may we send you a copy?)

Is there any reason for surprise when such a publication makes the remarkable record of results which *Farm and Home* has achieved in 1922?

Is there reason for surprise that the issue

of January, 1923, which has just closed, shows an increase of more than 75% over last January—and about 500 lines had to be left out because the plates arrived too late.

Incidentally the circulation of the January issue is over 700,000.

Apology to Two Fellow Publishers

In our advertisement in the issue of *Printers' Ink*, dated November 16th, it was stated that *Farm and Home* was "the only National farm paper which had shown an increase each month during 1922 with the exception of the month of January." This statement did an unintentional injustice to *Farm Life* and *Capper's Farmer*, both of which made gains each month during this same period.

The Farm and Home
Bureau of Commercial Research
is at your service
without obligation

FARM AND HOME

The National Magazine of Rural Life

DAVID R. OSBORNE, Advertising Manager

PHELPS PUBLISHING CO., Publishers

WILLIAM A. WHITNEY, Advertising Counselor

SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago
J. Lewis Draper
Western Manager

456 Fourth Avenue, New York
J. W. Hustis
New York Manager

Oklahoma Has a Big Sunday Newspaper

AT a certain stage in the development of a big Sunday newspaper it becomes both NEWSpaper and magazine by reason of its editorial construction.

Its appeal widens, the tenure of its retention in the household is prolonged and its circulation grows apace.

Such big Sunday newspapers offer new opportunities to national advertisers. Advertisers who use no other type of newspaper find the big, Sunday NEWSpaper a profitable medium:

Oklahoma has a big Sunday NEWSpaper, The Sunday Oklahoman. Its circulation is 45,000 greater than that of any other Sunday Oklahoma newspaper. It is read in Oklahoma hours before any other big Sunday newspaper can reach its readers. Replete with high-class features, it is both a complete NEWSpaper and magazine.

An inquiry will bring you detailed information about *Oklahoma's* Big Sunday NEWSpaper.

The Oklahoman and Times Development Department is prepared to furnish intelligent merchandising service and market data to users of these two newspapers.

The OKLAHOMAN & TIMES

MORNING, EVENING AND SUNDAY MEMBER A. B. C.

REPRESENTED BY

E. KATZ SPECIAL ADVERTISING AGENCY
NEW YORK CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

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From
Nationa

Corporation Surplus and Stock Dividends

The Meaning of Stock Dividends, Written for the Layman

By George E. Roberts

THE agitation, for the taxation of corporation surplus or stock dividends representing transfers from surplus account to capital account, has been revived, and is at once the cause and result of numerous stock dividends recently. The announcements of these dividends, which under a decision of the U. S. Supreme Court are non-taxable for the very good reason that they do not transfer anything, has excited a portion of the public, which understands them to be a distribution of profits, and prompted a demand for more taxation. On the other hand, the revival of the demand for the taxation of such surplus or stock has naturally prompted corporations to complete any action of the kind they may have been contemplating.

It is not strange that many people should be unfamiliar with corporation finance, in which the term "surplus" is used in a technical sense. In the case of a corporation it does not mean cash on hand or an excess of any kind of assets over its needs, but simply an excess over the sum of obligations and capital stock outstanding. The "surplus" shown in a corporation's statement may be, and commonly is, all invested in buildings, machinery, and necessary working capital. In the operation of the business it is indistinguishable from that part of the capital represented by capital stock.

An individual in an unincorporated business does not have surplus in the same technical sense, nor does a partnership, because they have no outstanding stock. They do not ordinarily make the distinction between "capital," "surplus" and "undivided profits" that

is done in corporation bookkeeping.

When it comes to taxation, individual proprietors and members of partnerships pay the regular personal income taxes upon that portion of the profits of the business which belongs to them, whether they withdraw any part of it from the business or not, and that is all the taxes paid upon those profits. The profits are counted as income to the proprietors once, and that is all.

THE CORPORATE ORGANIZATION

The foregoing is something to bear in mind in considering what is just and fair treatment as between persons who choose to carry on business under the corporate form and those who carry on perhaps the same kinds of business as individual proprietors or in partnerships. From the standpoint of public policy, there is no good reason why the Government should discriminate against the corporate form of proprietorship. It is the greatest agency in existence for the widespread distribution of the ownership of large undertakings. It is the most practicable means available for promoting co-operative industry on a large scale. It has become common practice for corporations operating public utilities to sell their new stock issues to their patrons and employees, a notable example of such distribution being the case of the American Telephone and Telegraph Company, which has over 235,000 stockholders, of whom over 46,000 are telephone employees.

Although a great portion of the business of the country is carried on by individual proprietors and partnerships, in many lines the operations are of such magnitude, requiring so great an investment of capital, that they cannot be

From the "Monthly Bulletin" of the National City Bank of New York.

handled economically and for the best service of the public except by corporations. It is not desirable that the development of industries on a large scale shall be limited to individuals rich enough to own them alone or in partnership with a few others. The joint stock corporation has opened the way for general participation in industry on a large scale.

Even in the case of small enterprises, there are advantages on the side of corporate organization. Thousands of such organizations operate laundries, creameries, grain elevators, retail stores, small factories and other concerns in which it is desired to have many persons interested in the business.

As we have seen individual proprietors and partnerships are taxed upon their profits once for all, and afterward may leave them in the business or take them out, as they please. Their taxable incomes (in excess of personal exemption for normal tax) to the extent of \$4,000 per year are taxed 4 per cent, and above \$4,000 bear a normal tax of 8 per cent, and the regular surtaxes. The corporation is taxed 12½ per cent upon its taxable income, and any distribution of that income to its individual stockholders is taxed again upon the same basis, for surtax, as the income of individual proprietors and partnerships. In other words the effect is this: parties doing business as a corporation pay a 12½ per cent tax on the net earnings of the business instead of the 4 per cent or 8 per cent normal tax which individual proprietors and partnerships pay, and the same surtaxes as the latter, upon all their income from the corporation dividends.

Although it is argued that a corporation is an entity, and as such properly subject to taxation independent of its stockholders, it is evident that all taxes paid by a corporation come out of the earnings that are destined for the stockholders, and while moderate taxes may be justified as compensation for corporate privileges, it is evident that they involve double taxation, and to that extent pen-

alize the use of the corporate organization. Moreover, heavy taxation of corporation earnings is inconsistent with the whole scheme of graduated taxation for they fall at the same rate upon stockholders with small incomes as upon stockholders with large incomes. The present 12½ per cent tax on corporation incomes is a heavier tax than many shareholders would have to pay if they received their portion of the earnings from a partnership instead of from a corporation, and that discrimination will be made greater if corporate taxes are increased.

The "surplus," or undistributed profits of corporations, equitably belongs in due proportions to the small and large stockholders according to their holdings. The individual proprietor or member of a partnership withdraws profits from the business or not, as suits the case, but has paid the surtaxes to which he is subject. The corporation pays 12½ per cent, but no surtaxes, for the reason already shown, i. e., the imposition of graduated surtaxes upon corporations would be manifestly unfair to the small stockholder or the stockholder of small income. There are many stockholders in the United States Steel corporation and every large corporation whose total incomes do not make them subject to surtaxes. If the graduated scheme of taxation is right, heavy taxes upon corporation earnings or surplus are all wrong. The profits of corporations should be taxed as they are distributed to the stockholders, according to the total incomes of the several stockholders.

The argument for the taxation of corporation surplus is that if corporations were permitted to accumulate earnings in their treasuries indefinitely, or to invest them outside of the business, the stockholders subject to surtaxes would escape the payment of them so long as this policy was followed. Whenever the distribution of corporate earnings occurred they would be liable for the surtaxes, but the distribution might be postponed.



The Significance of the Stock Dividend

During the past few weeks has occurred the largest distribution of stock dividends in the history of finance. The total issue announced by forty stock companies during the last 30 days amounts to \$1,119,000,000, or more than this country's total national debt in 1914. The fact that the chemical and related industries have figured prominently in this movement may be regarded as convincing evidence of the widespread improvement occurring in these industries and also as an encouraging forecast of the earnings which these companies are likely to show in their 1922 reports.

This means greater production—therefore, new equipment needs. Tell your sales story to these industries through the pages of—

Chemical & Metallurgical Engineering

Tenth Avenue at 36th Street, New York



On the other hand, it would not be desirable to compel corporations indiscriminately to divide all their earnings promptly. Every growing business is constantly requiring more capital, and it is the common practice, not only of corporations, but of individuals and partnerships, to allow a portion of their earnings to remain in the business each year for its development. The history of nearly every important business will show that it was built up in great degree by so doing, and it would be a serious handicap upon the corporate form of organization if it was not given the privilege of building up by this method. Moreover, it always has been regarded as sound, conservative and praiseworthy policy for a corporation to build up a surplus account—representing surplus assets—over and above the amount required to cover its obligations and outstanding capital stock. The position of the corporation as an industrial institution, as an employer of labor, as a borrower of money, as a supporter of trade, as a factor in many ways in the regular life of the community, is strengthened by the policy.

It appears that Congress took these facts into consideration and did not intend to interfere with the normal and proper management of business. In order, however, to provide against accumulations of "surplus" for which there is no legitimate use, and which there is good reason to believe are held for the purpose of escaping or postponing the application of the individual surtaxes of the Revenue Act of 1921, section 220, provides as follows:

"That if any corporation, however created or organized, is formed or availed of for the purpose of preventing the imposition of the surtax upon its stockholders or members through the medium of permitting its gains and profits to accumulate instead of being divided or distributed, there shall be levied, collected, and paid for each taxable year upon the net income of such corporation a tax equal to 25 per centum of the

amount thereof, which shall be in addition to the tax imposed by section 230 of this title. * * *

The fact that any corporation is a mere holding company, or that the gains and profits are permitted to accumulate *beyond the reasonable needs of the business*, shall be *prima facie* evidence of a purpose to escape the surtax; but the fact that the gains and profits are in any case permitted to accumulate and become surplus shall not be construed as evidence of a purpose to escape the tax in such case *unless* the Commissioner certifies that in his opinion such accumulation is *unreasonable for the purposes of the business*.

If legislation is adopted for the taxation of corporate surplus as such, it is bound to have one of two effects: it will either sacrifice unjustly the interests of the stockholders whose total incomes do not make them properly subject to this further levy, or it will force the distribution of the surplus in cash, which is practically impossible in the numerous cases where the surplus has been accumulating for many years, and is invested in plant and working capital needed in current operations. In either case the legislation would cause disaster. A tax levied upon surplus would be retroactive, reaching back into what was left from taxation of all previous years. It does not seem possible that Congress will seriously consider such a proposal, but evidently not a few members of the next Congress are considering it.

Although in the case of a new company a surplus account is sometimes started by the sale of stock at a premium, a corporation surplus usually consists of undivided earnings, accumulated over a term of years, and, as stated above does not exist in cash but in the plant or working capital. It buttresses and protects the regular capital behind the issued stock, preventing its impairment by unexpected losses, and this is one reason why it is considered wise policy to pay in a moderate surplus with new capital.



The News Is Detroit's Medium

NOT so long ago COPY was the advertiser's chief consideration. Given a strong piece of copy he, like Archimedes and his lever, set out to move the world, but the old Greek philosopher demanded in addition

to his lever a strong prop. Today advertisers are realizing that without the right medium, or prop, their copy is all for naught.

The question of medium is becoming even more important than copy. In Detroit it is, however, the least puzzling problem. The Detroit medium is The News, with more than 280,000 week day circulation and over 240,000 Sunday circulation that blankets the city, practically duplicating all competing circulation and offering a large exclusive circulation reached by no other paper.

Considering the phenomenal prosperity and unusual employment conditions of Detroit and the fact that a copy of The News reaches every 4.9 unit of population, it offers advertisers the most unusual opportunity of any newspaper in the United States.

The Detroit News

Largest circulation Daily and Sunday in Michigan

"Always in the Lead"



J. C. CHATFIELD
of Tulsa, Oklahoma, Office

SPECIALIZING on refinery markets and refinery development of Mid-Continent, former native newspaper man of Oklahoma—trained to get market facts quickly and accurately.

"I REPORT on the 20 solid train loads of refinery products which leave Oklahoma every day in the year. My reports are part of the 5,000 to 10,000 words of telegraphic news in every issue of National Petroleum News.

This big volume of refinery products—more than 1,000 tank cars a day—is not all Standard Oil business. Practically all of it moves from the Independent refineries here to Independent jobbers' bulk stations.

"Sales Contracts with oil jobbers all over the United States are based on the refinery prices I help gather."

. . .

Note—The refinery market prices printed each week in National Petroleum News have for years held the same relationship in the oil industry as the iron and steel prices in the steel industry of "Iron Age" and "Iron Trade Review."



If a business is growing it will need more capital and the readiest way of providing it is by allowing profits to accumulate from year to year. If the opportunities for expansion are good, it is often the case that only a small share of the earnings are divided, and not infrequently companies go for years without paying any dividends in order to apply all the profits to developing the business or getting it into a strong financial position.

In the long run, however, stockholders want to participate in the company's prosperity in a tangible manner, and where the stock is widely distributed a proper consideration for the varied circumstances of the holders dictates that regular dividends be paid and that the distribution be increased from time to time as the company's assets and earnings increase. This is consistent, however, with the policy of continually retaining a part of the earnings.

When the condition of the company justifies an increased distribution to stockholders, the action seldom applies to anything but current earnings. A growing business does not distribute surplus which is part of its working capital. It may raise the dividend rate on its outstanding stock, or it may convert a portion of the "surplus" fund into permanent capital by means of what is called a "stock dividend." This is done by issuing to stockholders a given amount of new stock, in proportion to their holdings, and making a bookkeeping entry by which the "surplus" fund is reduced and the "capital" fund is increased to correspond with the amount of new stock.

NOT A REAL DIVIDEND

The fact that such an issue of stock is called a "dividend" seems to have led many persons to think it a payment from the treasury of the company, similar to a cash dividend. It is nothing of the kind. It is not a payment; it is not a distribution. It conveys no title to anything that the recipient did not own before. Nothing is

changed, except that the stockholder's share of the surplus has been changed on the books of the company into capital, and he is given a stock certificate representing that capital. The company's assets are just what they were before and each stockholder's interest in them is just what it was before. No value has been created or distributed. There is no more reason for levying a tax upon the conversion of "surplus" into "capital" than for levying a tax on the opening of a new set of books. In fact "surplus" is part of a corporation's capital. A stock dividend dedicates it permanently to the business.

The Supreme Court of the United States, in the case of *Eisner v. Macomber*, 252 U. S. 189, in which it held that stock dividends were not liable for taxation as income under the law, said:

"This, however (declaration of a stock dividend), is merely book-keeping that does not affect the aggregate assets of the corporation or its outstanding liabilities; * * * it does not alter the pre-existing proportionate interest of any stockholder or increase the intrinsic value of his holding or of the aggregate holdings of the other stockholders as they stood before. The new certificates simply increase the number of the shares, with consequent dilution of the value of each share."

The difference to the stockholder is in the fact that while "surplus" does not receive dividends, "capital" does, and the new stock is evidence of a claim for dividends in the future. This, however, is a difference in method rather than in fact, because just as much could be distributed in dividends on the old stock as on the new. If a company with \$100,000 capital and \$100,000 surplus pays 6 per cent dividends it distributes \$6,000. If it wants to increase the distribution to \$12,000, it can do so by either increasing the dividend rate to 12 per cent or by converting the \$100,000 surplus into capital and continuing to pay 6 per cent on the \$200,000 capital.

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Why aren't we selling more?"

How one firm uncovered a weak spot in their merchandising

The sales manager lined up several competitors' packages on the president's desk—then stood the firm's own packages beside them.

"Here's one reason we aren't selling more!" he announced. It was true—the competitors' containers flashed out with startling force; their own were cold and ineffective. The two groups told their own story.

Never has package design played so large a part in making sales as it does today—and never have so many manufacturers realized its vital importance.

Haphazard individual choice has given way to *scientific selection* of package designs. Old packages can be modernized—or new ones created—with every assurance of success. The following pages show typical examples.

How four firms made the package



This successful change in the Bassick package is daily contributing to volume

POWERFUL yet simple composition together with harmonious color give new personality to the Bassick Caster package and lift it to prominence on the shelves of hardware stores.

The package gets display, tells its story effectively, and is a vital factor, along with national advertising, in increasing annual turnover.

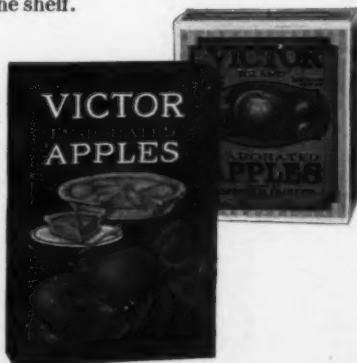
Hardware packages, as a rule, are merely containers — they do not capitalize their display space. The new Bassick box is a great step toward taking hardware from a drawer or plain package and putting it on display.

PACKAGES containing food products must command attention today as never before. Color, simplicity of design, and the introduction of an appetite appeal as on the Victor Evaporated Apple Box are primary sales factors.

Note the striking colors which flash their message from the shelf. Modernizing lettering, removing meaningless decoration, simplifying detail, enlarging the pictorial element — these operations have transformed the old container.

And when a real mouth-watering appeal is introduced even such unromantic edibles as evaporated apples can make one hungry.

Widening the appeal on a food product by portraying its widest use



package play a part in winning sales

A PACKAGE makes its appeal to the customer at the critical moment—just as she is waiting at the counter to make her purchases. Your container must catch her eye first. And with a toilet preparation, this is not always easy without loss of artistic effect.

Bold display and artistic perfection successfully combined, instantly snap the casual observer's attention to the new Palmolive package.

The new design makes a far stronger sales appeal and adds an atmosphere appropriate to the product.

Palmolive is but one of the many toilet preparations which have benefited by Robert Gair Company's expert advice and assistance.



A package which preserves a subtle air of prestige yet wins attention anywhere

The old package was just a container; the new one contributes definitely toward making sales



SPRATT'S Dog Cakes, an old, familiar product, has always enjoyed wide distribution. The manufacturer, however, was convinced that the package was not doing its share toward increasing the volume of sales.

A glance at the new package reveals the immense improvement which has been achieved. Dignity has been given it, making the package reflect the high prestige enjoyed by the product. Here, too, the universal love of animals has been fully capitalized.

Emphasizing such appeals and portraying them attractively are potent factors in giving even a well established product a decided sales stimulus.

The answer to your package problems

Each year of growing competition makes it more important for your package to stand out from the rest—to command the customer's attention.

Many package designs now used are entirely obsolete. They were chosen for conditions which do not exist today.

In dozens of different industries the famous Gair packages are now at work—raising old products to new prominence, helping to secure wider distribution, building steadily for greater sales volume.

Our unequalled equipment and mechanical facilities fit us to handle every problem of package merchandising. Robert Gair Company is the logical source of supply for all your essentials: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

At no cost to you, our experts will visit your plant and study your particular packing and shipping problems.

The new Gair booklet, "Testing the Merchandising Value of a Package," will interest every manufacturer of packaged merchandise. Send a postal for your copy today.

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO  PHILADELPHIA  BOSTON  BUFFALO



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Helping Consumers Remember the Package

Invaluable Assistance of Unusual Pictorial Setting and Expedient of Giving Action to the Inanimate—Some Recent Examples

By a Commercial Art Manager

IN a discussion of package display we are apt to be reminded of the story of the colored cook in the "white folks'" family, who left the home one Sunday afternoon in the most brilliant carmine dress, green bow, and a very large hat of yellow. The costume was so amazing that her mistress was compelled to make mention of it.

"Whatever in the world are you dressing in that fashion for, Lindy?" she inquired, bravely attempting to conceal her smile.

"Well, Mis' Lucy," was the response, "I'se not much fer looks—I knows dat. An' when yo' ain't han'some an' goes courtin', yo' has ter do som'thin' t' make up fo' it."

Advertisers are in somewhat the same position. If they wish to woo the fickle consumer it is necessary to seek some resourceful method of compensating for lack of beauty in the package. But whether the package is attractive or otherwise, it is just as well to discover illustrative ways of calling specific attention to it, for the package is a sales agent in itself. Shoppers ask for things by sight when memory of names fail. You often see hesitant people running their eyes along shelves in an attempt to recognize some product, the trade name of which has escaped them for the moment.

We often marvel at the genius the advertiser displays in directing attention to the product itself, regardless of how many other distractions there may be in the composition. Some of them are almost an inspiration.

When a small-space campaign was prepared for Mueller's Spaghetti, one of the master-strokes was to show the package, not particularly distinctive in itself, as part of a fine head of wheat. The bending stalk swayed over

into the advertisement from the side, terminating in a faithful reproduction of the package, with here and there a suggestion of the "whiskers" of the grain to assist in carrying out the symbol. The cleverness of this idea was sufficient to commend it to the attention of the reader, and "life" was given to the inanimate.

Fortunate, indeed, is the manufacturer whose package boasts some little added feature to remove it from the commonplace, for then pictorial expedients are not so essential. A patented sifter for Morton's packaged salt, projecting obviously from the top of an otherwise common container, or the wooden paddle, fastened with a rubber band to the bottle of Gulden's mustard, are mechanical features calculated to give these products "character" when presented on the printed page.

WHEN THE CONTAINER RESEMBLES SO MANY OTHERS

It is always interesting, however, to "dramatize" the package along other lines. In a winter-time page for Certo—which is a bottled product, differing in no great degree in appearance from dozens of other advertised articles in similarly shaped bottles—the requisite dramatic atmosphere is obtained by an art novelty. First came a winter landscape, and then, thrust boldly through it, a woman's hand, holding the bottle aloft. But as the hand pushed into the composition it tore aside the paper on which the winter scenery was shown, much as a bareback rider might leap through a tissue-covered hoop at the circus.

The attractive design in color on the FAB box shows a tumbling, white-crested ocean wave, which

entirely covers its surface, running off the bottom and sides. In one series of advertisements the package illustration was literally made to melt into surrounding display by continuing the wave effect. It was a sure-fire eye-

tainer into the action in a big way. Normally, it would not be seen were it in proper proportion.

Wheatena uses the idea in a somewhat different manner. The package is placed, gigantic in size, in the midst of wheat harvesting scenes. And the very sight of this familiar package so treated gives it an added interest.

Action in packages is not a new idea. But advertisers are finding that such action is very helpful in remembrance tests. Have the container "do something" rather than merely place it in a corner of the display.

Tilt it on end and have its contents spill out; turn it in some familiar position, as if hands were animating it, and allow it to accomplish something. One advertiser of a washing powder found that opening the top of the cardboard package and showing a mound of its contents added to the advertising value of the exhibit almost 50 per cent.

The fact that a container has neither arms nor legs does not prevent this animation. A great deal can be left to the imagination.

By actual tests the writer, working in collaboration with national advertisers, has found that the "active package" is almost twice as effective in the matter of results as a mere cold reproduction thrust in some corner, unattached to the main story of the advertisement.

Thus, a certain neat package of stationery had been shown for several years, about as it might be observed in the stationer's showcase. Then an open case was placed beside the other. Its clever drawers and departments for spe-



Out of the wheat field comes strength.

Wheatena—all wheat, nut-brown and sweet

The one supreme food of the world, for ages, has been WHEAT. And the one supreme whole-grain, all-wheat food cereal of America, for over 45 years, has been WHEATENA.

Wheatena is the pride of the wheat harvest—the plumpest, finest grain that's grown. All the great body-building, health-giving elements of the wheat are there—round and rounded to give them their marvellous goodness.

Wheatena is a man's food—packed full of hearty, strength-containing nutrients that "build to the ribs." Children love Wheatena—never grow tired of it. And it supplies just the nourishment they require for strong, vigorous growth of bone and muscle.

Serve Wheatena for breakfast tomorrow. One package gives you 12 pounds of the most appetizing and wholesome food you can buy. You just eat it in slightly salted boiling water and let boil for 3 minutes.

In the hands of housewives, Wheatena is used regularly in many other delicious ways—for gruels, muffins and dumplings—far thickening soups—for breakfasts, cakes, omelets, etc.

Wheatena is on sale everywhere—at practically all grocers.

The Wheatena Company, Wheatonsville, Rutsey, New Jersey.

WHEATENA GAINS DISTINCTION FOR PRODUCT
BY NOVEL SETTING

catcher, because it was most unusual. This is an example of what we mean by applying imagination to the introduction of containers in the advertising.

The package has been made the feature of Wheatworth advertising for more than a year, and wholly because of novel composition, intimately linked up with it. "A Chariot of Health" says the headline boldly, and the container is shown zipping through the air and down into the body of the advertisement with a jolly youngster aboard, stealing a ride. Then again, the package is used as a table, across which children have a joyous meal. Everything possible is done to work the con-

Wheatena is a fine example of the art of packaging. Also for a look of interest during the busy holiday and Christmas season in which Wheatena may be served.

Cleveland Merchants Prefer THE PRESS

DURING November THE CLEVELAND PRESS published more local advertising than either The News or Plain Dealer by 13,210 inches and 18,725 inches respectively.

**Here are the figures for November 1922*

	1922	GAIN OVER 1921
PRESS	59,762 inches	4,043 inches
Plain Dealer .	41,037 inches	2,716 inches
News	46,552 inches	2,553 inches

The PRESS exceeded the Plain Dealer by 18,725 inches
The PRESS exceeded the News by 13,210 inches

**These are the daily figures only as The Cleveland Press does not publish a Sunday newspaper.*

An analysis of the first eleven months advertising of this year shows that THE CLEVELAND PRESS published 6,583 more inches of local display advertising than the Daily and Sunday Plain Dealer combined; 407,852 inches in excess of The Leader-News and 114,108 inches in excess of The News.

ALLIED NEWSPAPERS, INC.

Publishers Direct Representatives

New York Chicago Cincinnati St. Louis
Atlanta San Francisco Cleveland

Member Audit Bureau of Circulations

The Member of Scripps McRae League of Newspapers
CLEVELAND PRESS
DOMINATES GREATER CLEVELAND

cial envelopes, cards and paper, pulled out, and the results were far more remunerative.

Canners have long since found that reproducing the can, plus a side serving of the contents, assisted materially in giving a campaign selling power.

Whenever possible the product should be put to use. It should join in the fun. It should be as important in a human-interest composition as the characters in the little advertising play.

Sunoco Motor Oil recently ran a series of pages in which the can was made to walk right down to the footlights and claim star privileges in every composition. The pictures were in a sense "freak ideas," in that a giant service man with his can of oil poured a stream of the lubricant into a very tiny motor car on the base-line, but the objective was attained. The can was animated and therefore rememberable, because special attention would invariably be drawn to it.

In the case of "Barreled Sunlight," still another method was employed. The container might have been rather uninteresting, if shown in exact replica, but with a burst of light coming in every direction from it a commonplace object was supplied with fictitious yet entirely relevant attraction.

In order to increase the vigor of the setting it is necessary to go farther than a mere faithful reproduction of the package. It must be staged with all the adroitness at the artist's command.

Business Quarterly Published by Advertising Students

The first number of *The University Journal of Business*, a quarterly, has appeared. It is published by the students of the school of commerce of the University of Chicago in co-operation with several other universities in the Middle West. O. Paul Becker is business manager and Windsor C. De Crane is circulation manager.

Kansas Leads in Consumer Co-operative Societies

Kansas has more consumers' co-operative organizations than any other State, according to the Bureau of Labor statistics of the Department of Labor.

Hold Three-Day Direct-Mail Exhibit at Chicago

Producers of direct-mail advertising in Chicago conducted a three-day exhibit of direct-mail literature at the Morrison Hotel, Chicago, December 6, 7 and 8. At lunch on the opening day of the exhibit Bradley Tyrrell, sales manager of the Bradley Knitting Company, described some of the direct-mail methods used by his company and the growth of the Bradley catalogue from an edition of 1,000 in 1908 to 1,700,000 in 1922.

"Up to 1917, dealers had been putting our catalogues under the counters," said Mr. Tyrrell. "They were free up to that time. Then we started charging the dealer for catalogues, and in a year our distribution doubled. Next year we will have a distribution of two and a half million. Every picture in our catalogue is a photograph of a real person in a real garment. Our artists don't always like the faces, but this kind of advertising carries the idea of real service with it, which keeps it out of the waste-basket."

G. A. Mann, vice-president of The Withlin-Mann Company, Cincinnati, spoke on "Humor in House-organs" at the lunch session, December 7. Mr. Mann made a monologue of his speech, appearing in costume and blackface. He said that a successful house-organ must have snap and humor in its makeup, and offered evidence in behalf of his statement that these would help sales. E. G. Wier, of the Round Oak Store Company, Dowagiac, Mich., spoke on December 8 on "Turning Indifference into Sales by Direct-mail Advertising." Homer J. Buckley presented to the Advertising Council of the Chicago Association of Commerce the attendance trophy which the Chicago delegation won at the Direct-Mail Convention in Cincinnati. John Clayton was in charge of the exhibit.

Railroad Sells Service and Scenery as Therapeutic Aid

The Chicago, Burlington & Quincy Railroad is using space in the medical journals to sell to the medical profession the value of service and scenery en route to the health resorts "out West," where they may have sent their patients. Recent copy read in part: "In ordering your patients 'out West' for their health, remember that their condition is favorably influenced by the character of the service performed by the carrier and the scenery passed through." A map of the "Burlington" route is shown at the head of the space.

Dave Bloch Company Has Cadet Knitting Account

The Cadet Knitting Company, Philadelphia and Chicago, manufacturing hosiery, sweaters and other knitted goods, has placed its advertising account with The Dave Bloch Company, Inc., New York. National magazines will be used together with trade publications and metropolitan newspapers.

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PLOUGH THE WHOLE FIELD

A FARMER does not plough one half of a field twice instead of ploughing the whole field once.

In the same way the advertiser in the Boston market must not duplicate his efforts in advertising to one group, and ignore the most fertile part of the field. The people of Boston fall into two distinct groups. To sell his goods in Boston to the best advantage the advertiser must cover both of them.

The four major newspapers of Boston are edited to appeal to one or the other of these two groups of people. The one group, which, judged by the way national advertisers spend their money, is the more productive section of the Boston market, is covered in its entirety by the Herald-Traveler. Only a minor fraction of it can be reached by any

other paper or combination of papers. Three papers serve the other group in a practically identical way.

To plough the whole field of Boston it is evident that the advertiser *must*, as most advertisers *do*, use the Herald-Traveler in combination with one of the other three papers. Those who are experienced know that advertising in the Herald-Traveler creates a prompt and well-sustained demand that no other paper produces. None know this better than national advertisers, who year after year use more space in the Herald-Traveler than in any other Boston daily newspaper.

The reasons for this are made clear in "The Road to Boston," a booklet which the Herald-Traveler will gladly send when requested on business stationery.



THE BOSTON HERALD-TRAVELER



Guess Where This Picture Was Taken.

A Bronx home in New York? The North Shore in Chicago? Knob Hill in San Francisco? You might guess a hundred times and still be wrong.

This picture was taken on a *farm*. It shows the living room at the comfortable home of Franz Meyers, Ladoga, Indiana. There are six and a half million farm homes in the United States.

We print this picture so that you may forget the words "farmer" and "class" in your sales planning. Think of them as fathers, mothers, boys and girls.

Look at that living room again—an actual photograph. See the good furniture, curtains, rugs, pictures. Think of the clothes these people wear, the automobiles they drive, the building material needed for the house and buildings.

Sell the farmer through the farm press. Low in milline rate, high in reader influence. The only type of publication in the world that combines the interest of general editorial content with the powerful influence of vocational appeal.

National, sectional and state farm papers economically cover the entire field, or any part of it.

This committee employs no solicitors and represents no specific publications. All information published over this signature is absolutely impartial.

Agricultural Publicity Committee
76 West Monroe Street, Chicago



—the center of the world's stage

every 24 hours is held by the daily Newspaper.

Think of it—twice a day of every month of every year practically the world's buying public, certainly its reading public, stops everything else to read the daily Newspaper! There is no comparable medium.

With such obvious and unquestioned universal attention values, is there any wonder that the daily Newspaper gets more buying action—sells more merchandise than any other advertising medium bar none?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

When Selling to the Chain Store May Be Bad Business

A Chapter from Real Life in Answer to an Inquiry from a Hosiery Manufacturer

Editor of PRINTERS' INK:

From time to time I have read articles in your most interesting and helpful publication on chain stores and I am sure that if anyone can give me the information I want it is you.

What I would like to know is, what effect the sale of a nationally advertised product to a chain store would have on the product? Would it be detrimental to the product if our hosiery, for instance, was sold by chain stores? How can the retail merchant's feeling of resentment toward our selling these stores be overcome?

Any information that you can give me in this matter would certainly be appreciated.

WE can tell a little story that will answer, at least in a general way, the question brought out here.

A couple of years ago the firm of Wilson Brothers, of Chicago, manufacturers and importers of men's furnishing goods, found itself at the end of the season with a large quantity of men's ties on hand. The year had been a bad one for all classes of business and the selling had not kept up with the manufacturing end. Wilson's goods are nationally advertised and in ties, as in other things, the name is merchandised as being synonymous with quality.

A certain large retailer bought a big portion of the overstock in ties at a special end-of-the-season price. His intention, frankly expressed to the firm at the time and concurred in by it, was to use a portion of the ties in his January special sales and to job the rest out to smaller stores.

Wilson could never make out just how it happened, but some way or other a small consignment of the ties—fifty dozen or so—got into the hands of a broker. This gentleman thought he could find a ready sale for the ties by calling up one of the buyers of a prominent chain of five-and-ten-cent stores.

"I have a bunch of Wilson ties

here that I can turn over to you," he told the buyer.

"The real thing?" the buyer asked.

"Sure; can you use them?"

"Can we? Why ask such foolish questions? Send them right over."

The chain got the ties, sent a few to each of a large number of stores, especially in the metropolitan centres, and placed them on display as "Wilson Brothers ties at ten cents each." Not one individual store had enough of the ties to cut any figure at all either in the matter of sales or of taking business away from haberdashers and other stores that were selling them at the higher prices. But they surely had enough to cause a storm to break out at Wilson Brothers.

For two whole days one of the leading officials of the firm did little else but sit at the telephone and explain to outraged Chicago dealers who called up demanding to know how it was that the chain could sell Wilson's ties at ten cents whereas they (the independent retailers) could not buy them from Wilson for less than several times that sum.

By that time letters began arriving from out-of-town dealers. It was weeks before the last letter of protest had been received and explanation rendered.

There was nothing illegitimate about the deal. We may conclude, for the sake of argument, that everybody concerned, including the chain, proceeded in perfect good faith. The ties were out-of-date goods, or at least would be if they were held for another season. Wilson would not think of trying to sell them as standard values. The retailers who were doing all the complaining perhaps lost no direct sales at all. But the point is they had been selling Wilson ties as quality goods.

Hooking up with the company's general advertising efforts they had established a name and demand for them as such in their particular stores. When the chain store came out selling the ties at a dime each they had a right, of course, to rise up in wrath at what was really a blow against the prestige of the goods so far as quality reputation was concerned.

It stands to reason that any person passing by a five-and-ten-cent store window and seeing displayed for sale at a dime a tie which he had previously bought at \$2 or more would conclude that his first retailer had robbed him. If he could know all about the merchandising reasons back of the deal his feelings would be different. But it is impossible and impracticable to put in a window trim or an advertisement a statement of such reasons. People are likely to judge from the goods and the prices.

This matter of dealer opposition is something that every manufacturer has to contend with if he is going to deal with the chains. If most of his goods are of the quality kind, retailed at corresponding prices, he unquestionably is running a considerable risk of offending both the independent retailers and their customers if he puts some of them in a chain store. Even though they are of a cheaper grade made to sell legitimately at the chain-store price, the curse is there just as long as they are of the same name that has been made known through advertising. It is a pretty risky proposition, judged from this standpoint, for a manufacturer of quality goods to sell merchandise to a chain store to retail at a smaller price, unless the merchandise has another name.

In the case of goods retailing in all stores at or about the price that the chain store would charge, there is not so much ground for complaint on the part of the retailer. He is likely to complain, of course. But the attention which the manufacturer may or may not be obliged to give him in this re-

spect is determined largely by the extent to which the goods have been advertised. If they are in wide demand, the manufacturer may feel justified in ignoring the protests of retailers in general, even though the chain stores may offer the goods at a smaller retail price made possible through quantity purchases. When an advertiser has established a demand for goods that are within the logical merchandising range of the chain store, he naturally is going to think twice before turning down the large outlet afforded by the chains.

But in cases where goods have been marketed on a quality basis, there is a considerable element of danger in having them retailed in any way that will shake the reputation they thus have gained.—
[Ed. PRINTERS' INK.]

Canadian Booksellers Give Their Advertising Ideas

The Canadian Booksellers and Stationers Association has requested all book publishers to assist the dealers in advertising books. The dealers have asked that the publishers spend more money on advertising, and further have complained that what advertising has been arranged for by the publishers has been on the book review pages of newspapers and not located where the mass of the people could read the advertising.

According to the dealers, only "bookworms" read the literary pages, and it is necessary to reach the mass of the public. The dealers also criticized the efficacy of book reviews.

New Advertiser's Account with Sacks Agency

The Miniature Incandescent Lamp Corporation, manufacturer of electric lamps for automobiles, which hitherto has not advertised its product, is planning an advertising campaign and has placed its account with the Sacks Co., Inc., New York.

C. K. Field Heads San Francisco Publicity Committee

The San Francisco Chamber of Commerce has appointed Charles K. Field chairman of the publicity committee. Mr. Field is president of Sunset Magazine, Inc.

J. W. Barrett, has been appointed sales manager of the Crown Die & Tool Co., of Chicago, Ill.

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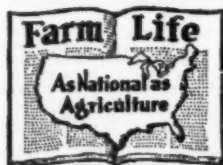
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"IT is just as essential, in thinking about the national market, to keep in mind the agricultural market, as to keep in mind the Eastern half of the United States, or the Southern half of the United States," says the agricultural press committee of the American Association of Advertising Agencies.

Unquestionably the farm market has been neglected by national advertisers, but one by one they are waking up to the facts and they find strong papers like *Farm Life* ready to carry their message to hundreds of thousands of farmers in every agricultural community.

THE FARM LIFE PUBLISHING COMPANY

Advertising Representatives

THE JAMES M. RIDDLE COMPANY

New York Chicago St. Louis Atlanta Cleveland
Kansas City San Francisco

SPENCER, IND.
Farm Life

A 400-Page Book That Sells Books

George H. Doran Company Uses a New Idea in Descriptive Catalogues to Stimulate Sale for Its Line

UP to a few years ago book advertising was, as a general rule, pretty uninspired stuff. The name of a book, its author and a few lines of "blurb" constituted the advertising that one book received. A best seller might get more space, but usually only after it had proved that it had best selling possibilities.

However, of late there has been a growth of interest in book advertising on the part of publishers, brought about through a better understanding of real advertising principles. The method used to sell O. Henry was different from anything that had gone before—and it sold thousands of sets of the author's books because it showed the realization that readers are primarily interested in the stories between the covers of books.

Borzoi Books were backed by an advertising campaign that was effective because Knopf realized that he must sell his name rather than individual books. Once he could get his name across as the publisher of good books, the Borzoi imprint would mean something to the book buyer.

Recently the George H. Doran Company, of New York, has issued a book, "When Winter Comes to Main Street," which, because of its freshness and its new attack on an old problem, has proved to be a fine advertisement for Doran's current books.

The idea was originated by George H. Doran, president of the company, who enlisted the services of Grant Overton to write a book on the Doran line. The book itself is a descriptive catalogue of some 400 pages, bound in regular boards. Its purpose is best explained by a note on the jacket:

When winter comes to Main Street, in the warm homes behind the lighted window panes people will be reading and wishing for something good to read.

For just these thousands in their homes Mr. Overton, author of "The Women Who Make Our Novels," has

written these lively chapters on the foremost authors and their latest books. There are personal pictures and bits from the new novels of Hugh Walpole, Stewart Edward White, Rebecca West, Mary Roberts Rinehart, Arnold Bennett, Irvin S. Cobb, Richard Dehan, Frank Swinnerton and Stephen McKenna. The intermediate chapters, upon such topics as "Half-Smiles and Gestures," "With Full Directions," "Places to Go," "They Have Only Themselves to Blame," etc., are equally delightful.

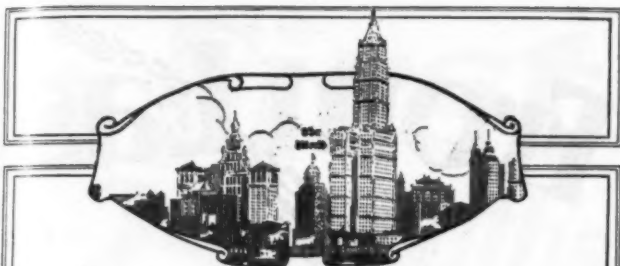
With the leading authors whose books are published by Doran, Mr. Overton deals at length. Tabloid stories of their lives, brief critical notes and interpretative excerpts from their books give the reader a pretty clear idea of what to expect. The books of the lesser authors get only a few paragraphs, lumped together under suggestive chapter headings, but each book receives a full enough treatment to let the reader know what to expect. There are a number of portraits of authors included.

The book is nicely bound and has the appearance of a real book prepared for the retail trade.

About 50,000 copies were printed and all these have been distributed by the company. Five thousand were sent out to friends of the publisher and to members of organizations interested in books. The other 45,000 were sold to booksellers at twenty-five cents a copy—to be sold by them for fifty cents or distributed free. The bookseller's name was imprinted on the jacket. The company had no trouble in disposing of this lot of 45,000.

The book met with an immediate popularity. Readers are always interested in the people who write books as is witnessed by their interest in lectures, book magazines and the book pages of newspapers and magazines. The company has had a number of comments that prove to it that "When Winter Comes to Main Street" has awakened a real interest in the Doran line.

It is a catalogue of books put up in the form that book readers



22 Tons of Ink

MOST EVERYONE has a fairly accurate conception of the bulk of a ton, especially, in these days, if it happens to be coal.

It requires 22 tons of ink per month to print THE WORLD GRAVURE, a Sunday Supplement of THE WORLD and the largest standard-sized gravure section in the country in point of circulation.

And this is not ordinary printing ink. To obtain the delicate gradations of light and shadow that go to make the advertisements in THE WORLD GRAVURE masterpieces of commercial illustration, the finest product of the ink-maker is required.

THE WORLD GRAVURE is one of the fastest growing units in THE WORLD GROUP. Its lineage is about 40% ahead of last year, and for three months this Fall it sustained an average gain of 107%.



MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT

From Last



— Good

THE HANDBOOK OF

Up to First in 24 months

Up, up, up—always upward, has been the trend of GOOD HARDWARE'S position in the field of hardware publications.

Only two years ago the first issue of GOOD HARDWARE appeared. Then it was at the bottom of the heap. To-day it is a leader in the field. In the last six months its advertising revenue has exceeded that of any other monthly hardware publication—*because:*

—it blankets the hardware trade, reaching 45,000 dealers and jobbers every month.

—hardware dealers *read* it and *like* it since it is always brimful of *practical* information on how to sell more goods at a profit.

—it has the *lowest rate per page per thousand* in the field.

—it is bringing *results* for its advertisers.

Note ((Advertisers who place contracts now for 1923 can secure the benefit of the present low rates.))

TRADE DIVISION

THE BUTTERICK PUBLISHING COMPANY

Butterick Building, New York

Good Hardware —
OF THE HARDWARE TRADE

will best enjoy. The automobile salesman does some of his best selling in a demonstration car, and "When Winter Comes to Main Street" is a sort of demonstration car for Doran books. It uses a sound principle of selling backed by a real understanding of book-lover psychology to build sales for Doran books—and has succeeded in the task it set for itself. It goes out to make best sellers, instead of waiting for the best sellers to make themselves.

A War-Born Industry Thrives on Advertising

Advertising is being used to make known the fact that a business developed because of the exigencies of the war is here to stay. Back in 1914 the Mueller Metals Company, of Port Huron, Mich., began forging brass at its Canadian plant because brass forgings were demanded for war purposes. When the war demand ceased this company, convinced that a commercial market existed for this product, went ahead and developed such a market until today the making of brass forgings constitutes a large part of its business.

A recent direct-mail campaign has attracted much interest in this company's brass forgings, F. L. Riggins, secretary of the company, tells **PRINTERS' INK**.

This campaign consisted of a number of mailing cards in black and white and of a folder, printed in colors. The cards were sent out at intervals of two days until an entire set of fourteen had been mailed. "The idea," Mr. Riggins said to **PRINTERS' INK**, "was to acquaint all possible users with this product, and there were so many important features in connection with it that we gave them one point every two days and they had plenty of time to think it over and we know that when they received the entire set they knew that Mueller was making brass forgings."

Mississippi Newspaper Has New Owners

James Faulk, publisher and editor of the *Green County Herald*, at Leakesville, Miss., has sold that publication to G. S. Harmon and Leopold Locke, of Poplarville, Miss.

Mr. Harmon is publisher of the *Poplarville, Miss., Free Press* and recently acquired the *Lumberton, Miss., Head-Bloc*. This is his third newspaper investment.

Worthington Pump Advances E. T. Fishwick

E. T. Fishwick has been appointed vice-president of the Worthington Pump and Machinery Corporation, New York, succeeding Frank H. Jones, who has resigned. Mr. Fishwick had been general sales manager.

"Industrial Handling" a New Publication

The Manjer Publishing Company, Chicago, will begin the publication of a new monthly publication in February, 1923, under the name of *Industrial Handling*. This periodical, the publishers state, will be devoted to cost reduction through mechanical methods.

William E. Kennedy, recently with *Textile World*, has been appointed general manager of *Industrial Handling*, and will make his headquarters in New York.

Mr. Kennedy was formerly manager of the "Shipbuilding Cyclopedia," and was at one time assistant manager of *American Machinist*.

Stock Remedy Account for Fred M. Randall Co.

The Chicago office of The Fred M. Randall Company, Detroit advertising agency, has been appointed to handle the advertising of the Fox River Farm Laboratories, Dundee, Ill., recently incorporated in Illinois to manufacture stock remedies. Farm and breeders' publications will be used for this account.

The Fayetteville, N. C., *Observer* has recently begun publication of a Sunday edition. The usual Saturday evening edition has been eliminated and combined with the new Sunday edition.

New Trade Paper in Gift and Art Ware Field

Gifts, Art Wares and Novelties, a new trade publication, will bring out its first issue early in January, 1923. It will be published monthly at Chicago, the page size being 5 by 8 inches. J. W. Power is business and general manager. A. W. Parry will represent the publication in the East with headquarters at New York. The magazine will cover the art ware and gift field primarily in the Central and Middle West.

Greeting Cards Association Account for Batten Company

The Greeting Cards Association has appointed George Batten Company to direct its campaign to promote and extend the use of New York.

The *Milwaukee Employees' Magazine*, published by the Chicago, Milwaukee & St. Paul Railway Company, has changed from a 224 to a 240-line size. The new size will give the magazine a type page 7 x 10 inches.

Goodwillie & Company, Chicago investment bankers, have placed their advertising account with the O. J. McClure Advertising Agency, Chicago.

Ernest K. Armstrong, formerly with the Columbus, O., Better Business Bureau, has joined the Cleveland Better Business Commission.

THE great liners that ply between New York and Southampton are far more heavily ballasted, broader of beam and more powerfully engined than the boats of the Fall River Line.

On standard railroads, trains are generally run "double header" on steep grades.

The harder the job, the more resistance that is met, the correspondingly greater is the force put behind the machine.

In modern advertising we are learning to engine, to meet the job in hand. We are learning to distribute our advertising effort in proportion to the competition and resistance we will meet at each of the successive stages through which our merchandise passes.

We have prepared the final article of the series on "The Place of the Business Paper in the National Campaign" with a view to bringing before the manufacturing and advertising executive a picture of just what this resistance and competition means in the distribution of merchandise sold in department, dry goods and general stores.

It is well worth study and thought.

THE PLACE OF THE BUSINESS PAPER

No. 5 "Dominance"

of a Series—

Business recently took the writer to a middle western city on a Monday morning. In front of the hotel desk was a double line of men flanked by bags and sample cases. It looked as if a regiment of traveling men had decended like a seven-year plague of locusts.

All through the day, everywhere we went there were from two to ten travelers waiting there turns with buyers. The latter, men with thousands of dollars' worth of business to place—and; the way our business structure is built, the keys to many a mill's success.

In store after store we watched the battle for orders go on. We saw some salesmen welcomed because of past friendships, or the *prestige* of the house. Others were unceremoniously "given the gate." And as we watched we could not help being impressed with the futility of trying to reach these buyers with faint hearted advertising effort reared like false front movie scenery instead of being built with real brick on solid foundations.

The more successful the store, the more conscious was the buyer of his strength. And while he remained urbane and courteous the steeper was the grade for the salesman to climb.

This single Monday morning is being duplicated in thousands of towns and cities, fifty-two weeks

IN THE NATIONAL CAMPAIGN

in the year. Not only on Mondays, but on Tuesdays, Wednesdays, Thursdays and all the days of the week these buyers are being subjected to the same sales pressure.

Reaching them is no job for a light engine. In railroad parlance they require "double headers." In steamship vernacular they call for triple screw turbines.

Indifferent advertising will never arouse them to the favorable and enthusiastic prejudice they must feel for merchandise before they can buy and sell it, with confidence.

That advertising will be most successful which by substantial presentation dominates the retailer's thought, increases his conception of the merchandise, compels his confidence in the house behind the product, and makes him more ready to give the salesman time—more ready to give the product further consideration.

Selling the individual, quietly at rest, seated in the ray of the library lamp, and selling the "buyer," facing selection from the markets of the world are two entirely different things. That is why campaigns, theoretically accepting the power of the dealer and the influence of the business paper, but based on a few pages indifferently treated and containing little real vital message for the men at whom they are directed, have so frequently fallen by the wayside.

Modern advertising thought is becoming increasingly appreciative of the fact that the place of the

THE BUSINESS PAPER IN THE NATIONAL CAMPAIGN

business paper in the national campaign is the place of the retailer in the distributive machine.

It is realizing that the drygoods retailer is aggressive and independent—and that he relies upon his business paper, as very few publications are ever relied upon by anyone, as a source from which to gain stimulus for his aggressiveness and stability for his independence;

—it realizes that the way to reach that retailer is through his business paper.

But—it must still come to appreciate that the business paper can and should be so used as to convincingly and constantly carry a merchandise message of such interest and information that the retailer will get that knowledge and that favorable impression and that favorable prejudice which is, in the last analysis, the manufacturer's chief objective in all advertising.

To accomplish this is entirely practical. The experiences of the many manufacturers who either directly or through the recommendation of their advertising agents have used The Economist Group on a scale commensurate with the buying power and influence of its subscribers bears ample testimony.

The Economist Group

239 West 39th Street, New York City

40,000 paid circulation in 10,646 towns, blanketing 35,000 retail stores, which do over 75% of the total business in the United States on dry goods, apparel and allied lines.

Arousing the Professional Man's Interest with a Friendly Appeal

Campaign for the A. E. Little Shoe Enlists Doctors' Support in Marketing New Product

IT is not an easy thing for a manufacturer to get the medical profession to endorse his product. Many have tried and many have failed. Professional endorsement is often desirable and valuable. Manufacturers who seek it, want it sometimes for prestige—to be able to say of their bread, or tooth powder, or soap, or food, that it has been approved by the medical fraternity—and sometimes they want it merely for the satisfaction of knowing that the product is intrinsically good.

Three months ago the A. E. Little Company, manufacturer of Sorosis shoes, brought out a new shoe for women. It represents a radical change in shoe construction and will be known and advertised as the "A. E. Little Shoe." The company has been a long while in getting the new shoe ready for the market, and because it possesses a number of unusual features, a considerable amount of the advertising appropriation will be spent in reaching the medical profession, for two reasons: doctors are a sizable and influential group, they can buy for themselves and prescribe for others; they constitute an indirect influence in a national campaign.

The first step undertaken by the company to reach the doctor was a series of advertisements in medical journals combined with personal solicitation by the company's salesmen. The advertisements are in letter form, printed in type-writer type with a reproduction of the company's letterhead. They begin "Dear Doctor" and bear the facsimile signature of Alexander E. Little. The messages were extremely friendly and personal, as may be seen from the following specimen:

DEAR DOCTOR:

Allow me to introduce myself to you, not only as a shoe manufacturer, but

also as one having a sincere desire to work with you for general welfare.

It has been my good fortune to be closely associated with doctors, having for several years acted as president of the Lynn Hospital. I therefore know by actual experience and contact what a great amount of time and skill men in your profession give freely and without recompense to the suffering public.

Our principal business is the manufacturing of the better and best class of shoes without masquerading their identity. They are branded with a name so that those who like Sorosis can intelligently purchase them, just the same as those who do not, shun them. We believe this is playing the business game squarely with the public. Doctors, lawyers, and all people are known by their names and make friends without deceit.

Our experience as shoe manufacturers and operators of a chain of retail stores has brought us in contact with feet and foot troubles. Hence, we have been led to make unusual experiments and to come in close working connection with many in your profession.

We constantly, and at great expense, endeavor to correct weaknesses as we discover them in our own and other shoes.

Our new shoe, branded as the A. E. Little Shoe, has been perfected under the observation, suggestion and direction of specialists in your profession. After careful investigation it has been found worthy of being advertised in *The Journal*. This is the principle of its construction:

The shock-absorbing construction of the human foot is similar to the shock-absorbing construction of carriage springs.

Under strain or extra weight the arch lowers and the foot lengthens, thus absorbing jolts and jars that might be harmful to the whole body. The wearing of improper shoes has, in 90 per cent of our population, weakened the arch so that it does not properly perform its duty—every part of our body suffers.

The makeup of this new A. E. Little Shoe gives a natural suspension to the arch, works with the functioning of the foot as Nature intends, and gradually restores the muscles to their proper condition.

No other arch-supporting features are used in the A. E. Little Shoe other than the natural leather. But the soles, uppers and counter are sewed together, through and through. Examine the stitching on the outside and inside—no sag. Look at the saddle for the instep on the inner-sole of the inside.

This shoe construction is just good common sense, as you will see, but is a

new idea. No shoe was ever like it before, and machinery had to be invented to do certain parts of the work. One machine used has taken more than twelve years to perfect.

Physicians in all branches of your profession tell us most people, women especially, of today have sick feet and consequently, suffering bodies, and that it is my duty to make the A. E. Little Shoe known and available, as it marks the greatest advance in shoemaking for the last fifty years.

The foregoing advertisement occupied a spread—two pages of typewriter type—yet many doctors evidently read it all, judging by the number of letters received and the nature of the comments made.

After all, and in view of the results, this method of addressing the doctors seems logical. While not too easily influenced, the physician is a friendly soul, more often than not. Friendliness is a part of his stock in trade. Salesmen calling on him personally do not often meet with coldness, in spite of the fact that he is generally a busy man. This explains in part why the advertising of the Little company got the doctor's attention and produced tangible results. The tone of the first advertisement is typical of all. With their friendliness, one notes a certain manner of statement that is restrained and matter-of-fact, yet convincing. As an instance, it would have been very easy to have waxed eloquent and enthusiastic, even oratorical, over the twelve years spent in the development of the shoe and the machinery for making it, the manufacturer's dreams and so on. Instead we find in another of the letters a simple paragraph:

"We foresaw that a special lockstitch machine would be required for the purpose and set about its construction. Many times we felt that our lockstitch machine was completed, only to be disappointed, until last October when this invention was declared practically perfect."

The restraint was apparently convincing—probably more so than dramatic enthusiasm would have been.

In another of the series the desirability of the new shoe for the

doctors themselves was pointed out. Again we find illustration of the friendly, informal note. The letter begins:

"Here, where our shoes are actually made, where the big wheels and the little wheels revolve in the manufacture of the shoe that we sell all over the country, my thoughts are different from those which come to me in the New York office where I usually write letters to you doctors." Then it swings into the suggestion that doctors, though thoroughly familiar with the requirements of the foot, are apt, through rush of work, to neglect themselves in the matter of being wisely shod.

After the series had been running a time a list of dealers was published that doctors might direct patients where to purchase. Considerable numbers of prescriptions have been filled in the retail establishments.

In most of these letters to doctors, illustrations were printed showing the method of construction, one of the views being of a half-made shoe with the upper hand-sewed to the inner sole. This might appear to be technical information a little out of the doctor's line, but among the comments received were numerous letters approving this method of giving facts. Apparently it was appreciated because it was information rather than exhortation.

At present the company is advertising in moderate space in a number of national magazines—women's publications exclusively for the time being. Later when the new design is being turned out in men's and children's shoes, other mediums will be taken on.

In advertising to the public the Little company is not presenting the new shoe as an arch-support shoe. Rather it is aiming to convey that this is an entirely new type, a new principle for everybody rather than for those with suffering feet. The argument is that every shoe should give some support to the arch, because the smooth innersole of the shoe removes the frictional support given under natural conditions by the



There Are Nearly 100,000 Homes in Washington

A good share of these are owned by their occupants. There are many high class apartments—which house a big proportion of the nearly half million population—while one of the greatest home-building campaigns is following as a natural consequence of demand.

These are the homes of well-to-do people; who uphold their position in their world consistently—which makes them consumers of the products you manufacture.

To keep before the Washington public—use The Star.
No other paper is necessary.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

new idea. No shoe was ever like it before, and machinery had to be invented to do certain parts of the work. One machine used has taken more than twelve years to perfect.

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These are the homes of well-to-do people; who uphold their position in their world consistently—which makes them consumers of the products you manufacture.

To keep before the Washington public—use The Star.
No other paper is necessary.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

ball of the foot. Consequently, while in general copy these technical points are not discussed, the message is that the new shoe is one with style and beauty yet beneficial to the health.

Mention of the Sorosis name in the advertising reminds us of a question—Why wasn't the word Sorosis applied to the new shoe? In the first place the company wanted to give it a distinct identity of its own because of the great promotional effort they expect to put behind it. Again, the marketing plan is to be different from that of the Sorosis, which, like most other trade-marked brands, is sold on an exclusive agency basis. The company runs its own retail stores in a number of large cities and operates shoe departments in about forty department stores in intermediate cities, while in small towns and cities the sale is in the hands of exclusive agents. It hopes, however, to create such a general demand for the new principle that it was thought advisable to place no agency restrictions upon its sale.

Closely allied with its work among the doctors is a mail campaign recently conducted to 50,000 teachers and ministers. The company's plan is to start the forces of greatest influence working for it, talking about and recommending the new shoe. The circular, a four-page leaflet letter-size, is headed "Removing the obstacle to wearing proper shoes." Names were selected from cities in which the company maintains its own stores and each circular bears an imprint showing the name of the store in the district to which it was sent.

A large part of the appropriation that has been set aside for the work will be spent in advertising. The first step was taken about three months ago when the A. E. Little women's shoe was announced. As rapidly as possible the new principle of construction will be applied to men's shoes and to various types of lasts. Advertising and sales promotional work of all kinds will be increased to correspond with production.

Wisconsin Clubs Form District Organization

The advertising clubs of Oshkosh, Green Bay, Appleton, Neenah-Menasha and Fond du Lac, Wis., have formed a district organization under the name of the Fox River Valley Advertising Club. The organization meeting was held at Oshkosh. F. G. Moyle, president of the Appleton Advertising Club, was elected president; William W. Sterling, president of the Oshkosh Advertising Club, vice-president; H. E. Capehart, president of the Advertising Club of Green Bay, secretary, and M. Marsh, of Oshkosh, treasurer.

The Fox River Valley Advertising Club will hold the first of five meetings, scheduled to be held between January and June, 1923, at Green Bay.

Pillsbury's Appeals to Physicians on "Wheat Cereal"

The Pillsbury Flour Mills Company, Minneapolis, is using full pages in the medical journals to stimulate the sale of its "Wheat Cereal" to the medical profession and, by suggestion, to their patients. "Test it on your own table," says the copy, "or get a patient's verdict." The sanitary way in which the cereal is packed also is stressed in this copy.

New Cigar Advertised in Newspapers

Dobrow Bros., Philadelphia, are using 800-line space in the newspapers to introduce a new cigar, "La Tosella." A long double string of heads, each puffing a cigar, trails up across the space on the path marked out by the smoke. They identify themselves by giving in a box the names of the other cigars they have made for some years.

Joins Chattanooga Insurance Company

Bruce Crabtree, who has been engaged in newspaper work at Chattanooga, has been appointed publicity manager of the Provident Life and Accident Insurance Co., of Chattanooga. He will have charge of the publication of a house-organ, besides handling the general advertising of the company.

New Advertising Service at San Francisco

Charles Horton has formed an advertising service under his own name with offices at San Francisco. He was recently art director of the Advertising Service Company, of the same city, and previously had been with the Phoenix Engraving Company, Oakland, Cal.

The Best-Heat Burner Company, Chicago, has retained Jenkins, Farson & Walberg, Chicago agency, to handle its advertising. A newspaper campaign is planned.

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~ largest daily circulation
in the state of **Washington**

~ largest daily circulation
in the city of **Seattle**

Seattle Star

MEMBER A.B.C.

Over

72,000
Net Paid

Over

15,000
more

daily circulation
than any other
Seattle paper

GILMAN, NICOLL & RUTHMAN

National Representatives

Canadian Pacific Bldg. Tremont Bldg. Tribune Bldg. Monadnock Bldg.
New York Boston Chicago San Francisco

—showing the
tendency to
concentrate
in
the key paper



INDUSTRIES SERVED

Machinery, Automotive,
Railroad, Shipbuilding,
Farm Implement, Iron and
Steel, Foundry, Forging,
Metal Goods, Construction
and Fabricating.

THE IRON AGE

"A Journal of Substanor"

AN ANALYSIS of advertisers in the five leading metal-working papers.



39 per cent of all companies advertising in any of the five leading metal-working papers use *The Iron Age* exclusively. 72 per cent of all are in *The Iron Age*.

It is *first* in its field—editorially—in volume of advertising—number of advertisers—length of service—influence—selling power.

ESTABLISHED EIGHTEEN FIFTY-FIVE

AG 9 West 39th St., New York City

and *Substantial Men*"

Note: The Star outgained all competitors. File under St. Louis Newspaper facts.

LOCAL ADVERTISING GAINS

of

ST. LOUIS NEWSPAPERS

for

NOVEMBER 1922

(COMPARED WITH NOVEMBER 1921)

DAILY ONLY

	Agate Lines
THE STAR GAINED.....	90,645
Post-Dispatch Gained.....	16,758
Globe-Democrat Gained.....	51,483
The Times LOST.....	2,016

The Star gained almost forty per cent more than the Post-Dispatch and Globe-Democrat combined.

SUNDAY ONLY

	Agate Lines
THE STAR GAINED.....	65,214
Post-Dispatch LOST.....	35,511
Globe-Democrat LOST.....	6,537
The Times.....	No Sunday Paper

The Star was the ONLY Sunday Paper to show an increase.

DAILY AND SUNDAY

	Agate Lines
THE STAR GAINED.....	155,859
Post-Dispatch LOST.....	18,753
Globe-Democrat Gained.....	44,946
The Times (No Sunday) LOST.....	2,016

The Star gained almost four times as much as the Globe-Democrat—the Post-Dispatch and Times lost.

The Reason? Results!—Produced by Responsive, Quality Circulation

National Advertising Representatives
STORY, BROOKS & FINLEY

New York

Chicago

Philadelphia

Los Angeles

San Francisco

Copyright of Label Does Not Protect Trade-Mark

Important Decision of Commissioner of Patents So Holds

Special Washington Correspondence

A DECISION of the Commissioner of Patents on a disputed point in a still-pending trade-mark proceeding has disposed of a presumption that has long been given credit by trade-mark owners and by some trade-mark specialists. This presumption was that the registration in the Patent Office of a copyrighted label afforded evidence of the use of any trade-marks shown on such label.

The question arose in the course of an "interference" proceeding between applications of Lummis & Co., a peanut product house of Philadelphia and the West Indies Lime Co. for registration of the trade-mark "Kris-P-Nut." Although Lummis & Co. claimed earlier use of the mark, their application was filed subsequently to that of the West Indies Lime Co., so that according to the rules of the Patent Office, the burden of proof in the "interference" proceeding fell on Lummis & Co. This is one of the disadvantages of not filing trade-mark applications promptly after interstate use.

This meant that Lummis & Co. must go to work and establish that they did in fact commence to use the mark prior to the West Indies Lime Co., by the testimony of competent witnesses and documents, before the West Indies Lime Co. need take any steps whatsoever to prove its claim. As this involved a considerable outlay of time and money, it was not unnatural that Lummis & Co. should seek to shift the burden of the proof to the West Indies Co. In looking about for a basis for something of this sort, it was brought out that the labels of Lummis & Co. showing the trade-mark had been copyrighted and such copyrights registered in the Patent Office. Reference to Section 55 of the 1909 copyright law brought out the further fact that

copyright registration certificates must be admitted in any court "as prima facie evidence of the facts stated therein," and that one of the facts required to be stated therein is the "date of publication."

COMMISSIONER HOLDS DIFFERENTLY

Armed with these facts, the attorneys for Lummis & Co. brought a motion to shift the burden of proof to the West Indies Lime Co. on the ground that the copyright certificates of their client were prima facie evidence of the client's use of the trade-mark prior to the date on which the West Indies Lime Co.'s application was filed. Appeal to the Commissioner of Patents from the decision of the Examiner of Interferences on this motion resulted in the decision described herein. The Commissioner held that even if it were admitted that the copyright certificates in question were prima facie evidence of the facts stated therein, they would still fail to afford any evidence that the mark had been used in interstate or foreign commerce or in commerce with the Indian tribes which is essential to Federal registration. Use or publication of the label properly marked within the confines of a single State is sufficient to entitle the proprietor to copyright registration. The certificates in question, however, according to the Commissioner are not prima facie evidence of anything, since they are issued not in accordance with Section 55 of the copyright law of 1909 but in accordance with Section 3 of the copyright law of 1874 which requires the Commissioner merely to furnish "a copy of the record, under the seal of the Commissioner of Patents," no particular force or effect being given to such copy.

It has long been the practice of some trade-mark specialists when

they find it impossible to obtain registration of a client's trade-mark to recommend that the label be registered under the copyright law in lieu of the trade-mark registration officially denied. The present decision of the Commissioner, unless and until it is overruled by the courts, indicates the futility of effecting copyright registrations for this purpose only.

600,000 People Accept Advertised Invitation

The New York public was recently invited, at the suggestion of Harry Lauder, to drink a bottle of S. Liebmann's Sons, Inc., "Old Scotch Brew." The invitation was extended in display newspaper advertising which announced the day as Harry Lauder Day. It was only necessary to order a bottle at a restaurant and the management served it without charge.

Twelve hundred restaurants, varying from little eating places on side streets to the dining-rooms of the city's largest hotels, served 600,000 bottles of "Old Scotch Brew" on request, free of charge, that day.

Hinges Advertised to the Consumer in Newspapers

The Way Works, Philadelphia, are using 500-line space in the newspapers to advertise their Way Adjustable Hinges to the public. The feature of the hinge is that it can be adjusted to relieve any sticking of the door from temporary swelling and when the door shrinks back the hinges can be re-adjusted, eliminating planing and avoiding cracks after shrinking. It is done by a turn of the pin in the hinge. All this is, of course, explained in the copy, and an illustration shows how. A list of local dealers is given. The slogan is, "A pound of proper hinging costs less than an ounce of shavings."

New York Belting Plans for 1923 Advertising

The New York Belting & Packing Co., New York, plans to advertise its mechanical rubber goods, such as belting for power transmission, conveyor belting, packings and hose, quite extensively, in trade papers and by direct mail, during 1923, J. H. Lane, advertising manager, informs PRINTERS' INK.

This company recently trade-marked a rubber heel under the name of "Domino." No plans are under way for advertising this product, Mr. Lane tells PRINTERS' INK.

Death of J. E. Stovall

J. E. Stovall, editor and owner of the Shubuta, Miss., *Mississippi Messenger*, died in Shubuta on December 1.

A Description That "Old Man Specific" Will Enjoy

A description of the trade-mark of Charles Gulden, Inc., maker of prepared mustard, given in an application for official registration, puts "Old Man Specific" to shame. Doubtless "Old Man Specific" would have enjoyed giving this description to the general public. Here is an exact transcript of the description as it appeared in the "Official Gazette" of the U. S. Patent Office, below a line drawing of the trade-mark:

The trade-mark consists of a round, squat glass bottle having a relative long and wire-neck portion, a body portion with substantially horizontal top and bottom and vertical sides, and a relatively low foot portion of a somewhat larger diameter than the main portion of the neck of the bottle, all as more specifically shown in the accompanying drawing, a label being provided around the body portion of said bottle, said label showing, among others, the word "Gulden's" and said bottle being provided with a cap, the said cap showing, among others, the words "Moutarde Surfine" and a band or stripe extending across the cap. The said label bearing the word "Gulden's" contains a red substantially rectangular field with ornamental ends upon a yellow background, and the words "Prepared Mustard, Charles Gulden, Inc., New York, American Institute, 1869, Paris Exposition 1900, The Only Prepared Mustard that Received an Award at the World's Fair 1893, 8 Fluid Oz., Reg. U. S. Pat. Off., Net Weight 8 1/4 Oz. Avd." Said label contains also the representation of the front and reverse side of a medal granted to applicant as an award at the World's Fair 1893. In use the said cap contains, besides the words "Moutarde Surfine" and the band or stripe extending across the cap, the following words: "Charles Gulden, Inc., Established 1867, Reg. U. S. Pat. Off." This bottle is the Trade-Mark of Charles Gulden, Inc., Reg. U. S. Pat. Off., Good With Ham or Cheese Sandwiches, Te Open Turn, and the representation of an arrow indicating how to turn the cap.

Three New Accounts with Sweet & Phelps

Sweet & Phelps, Chicago advertising agency, have secured the accounts of Mary Allen, Inc., mail-order house, Health Extension Laboratories and the Trans-Atlantic Radio-phone Company, all of Chicago.

Luther M. Bernhissel and Edwin Clay Lloyd have joined Sweet & Phelps at Chicago. Mr. Lloyd has been in charge of this agency's Los Angeles office, which has been discontinued.

"Vogue" Advances Frank B. Tiebout

Frank B. Tiebout has been appointed New York State representative of *Vogue*. He has been a member of the advertising staff of *Vogue* for some time.

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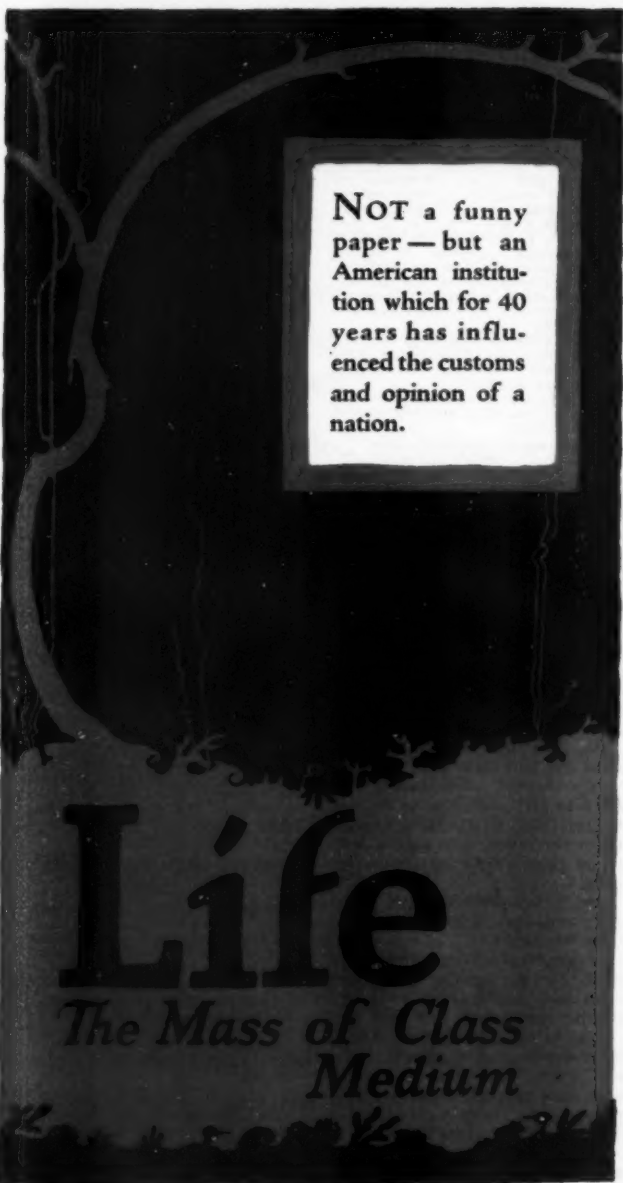
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NOT a funny
paper — but an
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years has influ-
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Life
*The Mass of Class
Medium*

Chain vs. Independent Grocers

BAYLESS, COFFIN & ELLIOTT
ANDERSON, INDIANA

Editor of PRINTERS' INK:

Can you give us any information regarding the comparative merits of the chain grocery stores and the independent grocers.

Have you a record of any campaign by independents in defense of the old-fashioned grocery? Can you tell me what the general attitude of jobbers, wholesalers and manufacturers is toward the chain grocery vs. independent grocery problem?

Do you know whether there are any organizations in the wholesale or retail grocery trade combating the alleged chain grocery menace?

We will be deeply grateful to you for any information which you can furnish us on the subject.

BAYLESS, COFFIN & ELLIOTT,
FRANCIS BAYLESS.

THE chief reason for the existence of chain grocery stores is—low prices. And chain grocery stores will flourish just as long as they continue to offer lower prices than independent grocers do.

The chief reason for the existence of independent grocery stores is—service. They, too, will flourish just as long as they continue to give what a certain and by no means small class of buyers wants.

The line of demarcation between the two classes of stores is sharply drawn. No grocer can afford to give both low prices and service. But if he fails to give one or the other, it is only a matter of time before he closes his doors.

Low prices assure rapid turnover; and that is merely another name for profit.

Service—real service—also means profit, for the grocer who gives it can ask (and get), higher prices than his competitor who does not.

Low prices are an attraction. So is service. Some people prefer one; some, the other. There is room for grocers who give one or the other. There is no room for the store which gives neither.

In most large cities and in many small ones, too, the independents

have organized retail grocers' associations; but, generally speaking, these associations are not very active. The chief purpose they serve is to exchange information in regard to credits, etc. Occasionally, for a brief period, they have done a little advertising along the line of "Why You Should Patronize Your Neighborhood Grocer." But that is about as far as things have gone.

Wholesale grocers, of course, are opposed to chain grocers. Manufacturers may be—in theory. But in practice, they are not. The majority of manufacturers sell the chain stores, either directly or indirectly, without any hesitation.—[Ed. PRINTERS' INK.

Chicago Ballroom Plans for 1923 Advertising

The Trianon, Chicago's newest ballroom, will conduct an extensive advertising campaign during 1923, using newspapers, street-car cards and outdoor advertising. The Chicago office of Albert Frank & Company is handling this account.

Raymond Wittl, formerly secretary of the Malsters Bureau of Statistics for five years, has joined the research department of the Chicago office of Albert Frank & Company.

American Ambassador to Germany Advertisises Reception

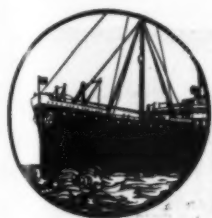
Alanson B. Houghton, American Ambassador to Germany, on November 29 resorted to display advertising in the Berlin newspapers to announce a reception by Mrs. Houghton and himself at the Embassy house, for all Americans in Berlin. The occasion was Thanksgiving Day.

Doremus & Company Adds to Staff

Ralph Campbell, formerly with the Potts-Turnbull Company, Inc., advertising agency, at Chicago, has joined the staff of Doremus & Company, Inc., advertising agency of New York.

Ethel Buckmaster has been made sales-promotion manager of the Carroll Ice Cream Company, Chicago. She was formerly with the copy staff of the Reuben H. Donnelley Corporation, Chicago.

Paul Montgomery, of the Topeka office of the Capper Publications, has been transferred to Oklahoma City, Okla., to assist Maurice Crowther, advertising manager.



32,564 Cases of American Goods were carried on the S. S. "Vestris" to Argentina

This typical cargo was as varied as it was large. It included almost everything from hosiery to machine tools.*

There is today a decided up-swing in American export trade—not alone to Argentina, but to many other markets. In fact, in October the United States' exports were greater than during any month of 1922, and greater than any month since March, 1921.

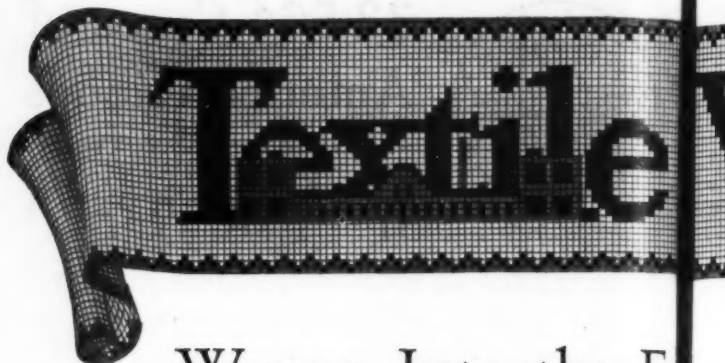
Now, therefore, is the time to go after export business.

May we send you particulars about a unique service that will put you in direct touch with buyers all over the world?

AMERICAN EXPORTER

The World's Largest Export Journal—Now in its Forty-sixth Year
370 SEVENTH AVENUE NEW YORK

**A complete list of the cargo, together with names of importers, is yours for the asking.*



Textile

Woven Into the Fabric

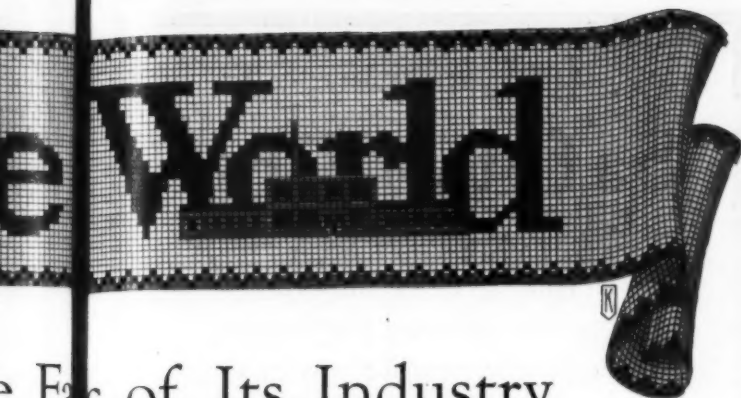
Consulted by mill executives as the standard guide of business.

Read by superintendents, mill engineers, foremen, master mechanics, as the prime source of technical news and information.



MEMBERS OF
AUDIT BUREAU OF CIRCULATIONS
ASSOCIATED BUSINESS PAPERS, Inc.

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334



e Fac of Its Industry

Used by over 800 industrial advertisers to carry sales messages.

Counted upon by its readers to deliver these sales messages to the extent that its advertising pages are regarded as important as the text.

ATIONS
ERS, Inc.

PUBLISHERS
BRAGDON, LORD & NAGLE CO., Inc.
334 FOURTH AVENUE, NEW YORK



Safety First

If you have an important piece of printing that must be done in a certain way by a certain fixed date, you have no time for experimenting.

The Charles Francis Press has acquired a definite reputation, deservedly, we think, for doing things right and doing them on time.

Charles Francis Press

Printing Crafts Building • Telephone Longacre 2320

461 Eighth Avenue, New York

Building a Six-Million-Dollar Business on Trust

Chain of Metropolitan Restaurants Starts Advertising Regularly after Establishing a \$6,000,000 Business

By James True

DURING the last thirty-seven years, the chain of Exchange Buffet restaurants in New York City has grown from one to thirty-five, and has extended from Manhattan to Brooklyn and Newark. And the business has increased in volume from a few thousand to over six million dollars a year, which includes the sales of cigars and cigarettes.

This growth is remarkable when the fact is considered that most of the Exchange Buffets serve luncheon only, and that only six are open evenings. The business always has specialized in serving good food at moderate prices, and until recently it had published practically no advertising; but from the beginning it has offered the unusual attraction of trusting its patrons to make out their own checks.

In this there seems to be a great deal that is of suggestive value to many other lines of business. A customer of an Exchange Buffet selects his luncheon of sandwiches, salads, cakes and the like from special cases, carries the food to a stand-up table, then gets what he wants in the way of tea, coffee or milk. This service is similar to that of a cafeteria. Or, if he wants a heavier meal, he may sit down at a counter, and a waiter will serve him from a generous menu.

The significant feature is that the company considers all customers to be absolutely honest. The price of every item of food is plainly displayed. And when the customer has finished he goes to the checker, states the cost of his meal, and receives a check which he pays to a cashier a few steps away.

This system has caused an invaluable amount of favorable comment, and is undoubtedly the

chief reason for the remarkable growth of the business; but the company has decided that would not be good policy to advertise it. Commenting on this phase recently, Henry DeJongh, president of the company, said that while he realized the value of the system as a feature, he was convinced that it would not make a profitable advertising appeal.

WHY NOVEL PAYMENT SYSTEM IS NOT STRESSED

"We do not use it in our advertising for two reasons," he said. "First, we do not want to attract an undesirable class. Then we do not want to appear to boast. We look upon it more as an obvious understanding between gentlemen, a matter of honesty that would be cheapened by discussion.

"However, while this feature is no part of our present advertising, it has helped to build up our business to a point where advertising can be made to pay. It would be impossible, I believe, to advertise profitably if we had but a few small luncheon restaurants; but now our distribution is fairly thorough, we are serving more than one meal a day in several of our restaurants, our advertising has run long enough for a test, and we are entirely satisfied with results.

"In 1913 and '14 we advertised a little, but our effort was not consistent. This year we published our first planned campaign, and it will run indefinitely. It started on September 28 with an advertisement four columns by twelve inches in two New York daily papers, and it includes a series, two columns by six inches, running twice a week in the same papers.

"The copy is largely historical and institutional. We are at-

tempting to sell the men of New York on our restaurants, and convince them that every Exchange Buffet is 'A Man's Place.' But we have tried several cigar specials in the advertising with definite, profitable results. We have also published a number of special luncheon menus, taking up but a small

Practically all of the patrons were brokers who were familiar with 'change trading. There, as you know, all offers are made and accepted verbally, and they're as good as gold.

"So it was thought that the plan of allowing patrons to serve themselves with or order what they wanted, and then check up the total, would appeal to the brokers and their employees. It did. They appreciated the saving of time, also, and the restaurant did a flourishing business from almost the start, but it was not until 1901 that we discovered, after having been compelled to move twice because the buildings we were in were sold, that the plan would appeal just as strongly to men in all lines of business. Then we began to branch out.

"Our business proves that the average man wants to be on the square, that honesty is the general rule, and that there are few exceptions. We employ watchers, but their main business is to keep away an undesirable class. Of

course, we have an occasional experience with a cheater; but our losses from dishonesty are so small that we never have tried to figure them.

"Another proof of the honesty of the average man is the fact that we receive only two or three letters a year enclosing remittances prompted by conscience. Although we served nearly 20,000,000 patrons last year, we received only two such letters that the writers stated anonymously were for the purpose of making up for short changing, and we know that we would get many more if the average man allowed himself to be tempted to eat at our expense.

"The average man is worthy of



Back in 1885---

On a day in September, 1885, during the boom built on the New York Stock Exchange, groups of brokers and their office men emerged from the western entrance and entered a new restaurant, just opposite, at No. 7 New Street.

For the first time these men enjoyed the hospitality of the Exchange Buffet, a restaurant service designed to cover the business centers of Manhattan.

So, 37 years ago, was founded an institution of the business life of New York—the Exchange Buffet. It was designed to provide an immediate service of high-quality

food, carefully prepared, to be enjoyed in the interval upon the busy man could spare, at the lowest possible price.

Today the Exchange Buffet is a system of service that includes 25 restaurants and 42 cigar stands spread over the business districts of New York, Brooklyn and Newark.

The Exchange Buffet restaurants offer more than twenty-five dishes on their menus, in addition to a variety of sandwiches and desserts. For the man who prefers to eat sparingly and quickly, buffet service is maintained. For him who has more time and appetite, seats in restaurants are provided.

Find out this noon why the Exchange Buffet has grown from one restaurant to thirty-five.

EXCHANGE BUFFET

A Man's Place

Additional restaurants open seasonally:

2401 Broadway, 12th Floor, N.Y.C.

2401 Broadway, 12th Floor, N.Y.C.

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A CHAIN OF LUNCHROOMS ADVERTISES INSTITUTIONALLY

part of the space, and they have produced excellently. In several instances, managers of restaurants have reported that their business in this department has quadrupled. Then we have featured a special dollar dinner in our Forty-second Street restaurant for both men and women. This is somewhat of a departure from our policy, and advertising is assisting in its development. Of course, every advertisement carries a list of all branches.

"The idea on which we have built had its genesis in the New York Stock Exchange in 1885. The first Exchange Buffet was started in New Street, opposite the Stock Exchange in that year.

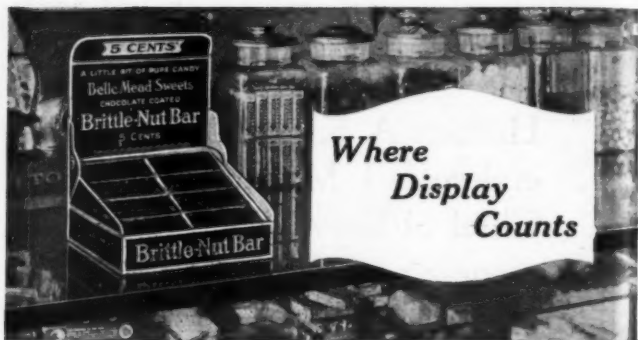
Herbert A. Knight, for several years J. M. Bundscho's Chief of Service and close associate in the Bundscho organization, has been placed in charge of this business. Natural aptitude, experience in typography with Mr. Bundscho, and an enthusiasm for Bundscho ideals of service, fit him for the responsibilities he assumes.



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU



Make it easy to buy your product

It is said that people need less to be informed than to be reminded. The constant reminder makes buying habits in the realm of merchandising.

Because of this fundamental principle, users of the Brooks Display Container (Patented) enjoy steady, large-volume sales.

This unique display container just naturally wins the best counter location. It continually reminds people of its contents in a pleasant, resultful way.

Made in a variety of sizes and shapes.

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes—Labels—Window Display Advertising

being trusted and wants to be trusted, and our use of that fact has been one of our best drawing cards. New customers, attracted by our advertising, are invariably pleased with our system of checking, and they talk about it. Hence advertising, by bringing new patrons to us, is assisting us to grow according to our original plans of building our business by trusting the public."

Football Victory Helps a Thoughtful Advertiser

A full-page advertisement on behalf of Harvard cigars to tie up with interest in the Harvard victory over Yale was published in Boston on the day following the game.

Under the heading, "Harvard wins," with a huge Harvard cigar displayed, special copy by H. Traiser & Company, Inc., Boston, was printed which explained that Harvard cigars always win the loyalty of men who smoke them.

Photographs brought by airplane from New Haven in time to make evening editions were included. They were hurried by special arrangement, through plans made in advance for publication of the copy in case of the Crimson victory.

New Advertising Business Formed at Des Moines, Ia.

L. R. Fairall, who has conducted a general advertising business in Des Moines, Ia., and W. E. Battenfield have formed a corporation under the name of Fairall & Battenfield, Inc., with offices in Des Moines. The new company will handle general advertising and act as sales and merchandising counsel.

Mr. Battenfield was business manager of the Des Moines *News* and has been with the Scripps-McRae Newspapers, now the Scripps-Howard Newspapers, for twelve years.

Specialization in the Dry Cleaning Business

On the day that a new dry cleaning establishment opened for business in Chattanooga, Tenn., it announced in newspaper advertising space that it sought patronage only and exclusively from those who desired to have men's clothing dry cleaned.

California Citrus Fruit Juice Company in Medical Journals

The California Citrus Fruit Juice Company is using space in the medical journals to advertise to the medical profession its "Valna Concentrated Orange Juice." The copy is in medical language and its dietary indications given.

Some Results That Maine Has Obtained from Advertising

"If we could have \$100,000 a year for five years and have it expended as it should be, we could fill this State so full of tourists that we would soon outdistance Florida and California, Switzerland, Norway and Paris in the revenue received from tourists," John C. Skates of Portland, Maine, states in a booklet just issued concerning the results of the first advertising campaign of the state of Maine conducted last summer.

The Boston *Transcript* comments on the work of the State as follows:

"Publicity of this nature is recognized not as an exclusive, selfish enterprise, but an educational instrument which reacts to the benefit of the whole community or state. It is a form of enterprise which bids fair to spread far and wide, the results of such a campaign as that having aroused much interest elsewhere.

"In six weeks the headquarters of the bureau received nearly 8,000 inquiries, to each of which a specific reply was made; also a booklet containing a full description of the State, together with a list of hotels and their rates, was sent. In addition, more than 20,000 people visited the bureau personally for information. Furthermore, during the past six weeks the secretary has been busy giving information on the work of the bureau to different communities and boards of trade throughout a great portion of the country."

Brown Shoe Sales Up for Year Just Closed

Sales of the Brown Shoe Company, St. Louis, manufacturer and advertiser of Buster Brown, Burton Brown and Barbara Brown shoes, for the year ending October 31 show an increase of \$4,808,981 over the previous year. Net sales for the year just closed were \$27,191,697 as compared with \$22,382,716 for the year ending October 31, 1921. Net profit, after expenses, for 1922 was \$1,289,799 compared with a deficit of \$758,428 for the preceding year.

Advertises a Day for Dogs

A day for dogs was set aside by the St. Louis Seed Company, St. Louis, and the fact announced in its newspaper advertising. The copy was addressed to the attention of dog owners. It told them that the St. Louis Seed Company on that day would have the services of an expert on dog feeding, who could be consulted free of charge.

Edward W. Young, for more than three years advertising manager of The Lindner Co., Cleveland, O., has resigned to take up free lance advertising work. Before going to Cleveland Mr. Young was with the advertising service department of the Boston, Mass. *Sunday Advertiser*. At one time he was advertising manager of the W. & A. Bacon Company.

"Campbell's" Soups Advertised for 23 Years

AN advertising campaign aimed at the education of the public in the use of soups has been carried on continuously for more than twenty-three years by the Joseph Campbell Company, Camden, N. J., according to a letter written by Dr. J. T. Dorrance, president, in connection with the company's reorganization and incorporation under the name of the Campbell Soup Company. The company, which was established in 1869, at first manufactured five kinds of soups and its weekly capacity was 480 cases. The letter states that the company now produces twenty-one different kinds of soups, of which it has manufactured over eighteen million cans in a week and, in addition to this, it has become one of the largest producers of canned pork and beans in the world.

The power of this advertising campaign, writes Dr. Dorrance, has grown with the business, until during the present year it constitutes the most powerful magazine advertising ever employed for any purpose in the United States.

"The well-known red-and-white label has been popularized until it has become an asset of almost incredible value," his letter says. "Its striking appearance makes it readily recognized by the consumer and greatly appreciated by the retail dealer. It has become as universally a part of the grocer's stock as the counter is part of his equipment. The rollicking little Campbell Kids are as well known to the American people and as dear to the hearts of American children as Alice in Wonderland or Little Red Riding Hood. Over three hundred and sixty million pages of Campbell magazine advertising will be issued during the current year to American consumers."

Dr. Dorrance stated that during July, 1921, the company acquired the ownership of the Franco-

American Food Company, formerly of Jersey City, N. J., and that the manufacture of its widely-known products will be continued as the Franco-American Division of the Joseph Campbell Company.

Dr. Dorrance states that no change is contemplated in the personnel or policy of the company or in its attitude toward the consuming public, or toward its own distributors or employees; and the same methods which have proved so successful in the past will be continued and developed in the future.

The company employs more than 3,000 persons in the summer at its Camden, N. J., plant. Approximately 2,000 are employed during the winter months. It maintains farms of its own and has a large agricultural station devoted exclusively to the development and propagation of vegetables for "Campbell's" soups.

According to Dr. Dorrance, the company's net profits and income after deducting all charges, including income and profits taxes, for the years 1918, 1919, 1920 and 1921 were respectively, \$1,510,329.07, \$1,894,964.93, \$2,416,040.09 and \$3,307,917.69. For the ten months ended October 31, 1922, net profits and income, computed on the same basis, amounted to in excess of \$3,300,000.

C. R. Thomas with LaSalle University

C. R. Thomas has joined the staff of LaSalle Extension University as assistant to the director of publications. Mr. Thomas was formerly editor and manager of *Professional Engineer*. He was also on the staff of *Engineering and Contracting*, and has been engaged in publication and advertising work for the last ten years with the Manufacturers Publicity Bureau, the United States Department of Agriculture, and in research and educational work with the Forest Products Laboratory and Pennsylvania State College.

N. E. Knudson, formerly with Frank Seaman, Inc., has joined the sales promotion staff of Butler Brothers, wholesalers of general merchandise, New York.

Harold A. Patterson, special representative of the Clover Leaf Weeklies at Chicago, is now representing the same publications at Minneapolis.

4, 1922

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Elkhart, Ind.

Aug. 26, 1922.

Roger A. Johnstone, Western Mgr.,
Modern Friscilla,
Peoples Gas Bldg.,
Chicago, Ill.

Dear Sir:-

Replying to your inquiry of August 25th:

Will advise that we have used the Modern Friscilla quite consistently during the ten years that I have been with this company, and while our advertising was not primarily designed to produce inquiries, we have kept track of such inquiries as were produced to get some line on the relative strength of the different mediums, and the Modern Friscilla has always been at or near the top of the list. I think this is quite to be expected inasmuch as the type of woman who would be interested in the material published in the Modern Friscilla is the woman whose home is her principal consideration in life. I think you can safely figure that when this company again takes up the use of magazines, your publication will be among those used.

Very truly yours,

SIDWAY MERCANTILE CO.

Advertising Manager.



AKL

Note

Over 600,000 such women
read Modern Friscilla

A real indoor sport. Make a delicious
 short cake yourself — with Crisco.
 A family treat! It digests easily.
 Crisco foods stay fresh.



"A Powerful Picture Is the Shortest Distance Between
 Two Points"
 "A Good Picture Tells a Story"

"Mr. Oppen in a Few Lines Tells a Story That You Couldn't"

"THERE is indeed no form of advertising which is prepared in a long period of time and so frequently as is the advertising we devote to any particular advertisement. In railway advertising we devote longer time than we do to think around and estimate the value of the goods advertised by the advertisement. This is the psychological explanation of the amazing results of railway advertising."

CENTRAL OFFICE
 Borland Building, Chicago

STREET RAILWAY ADVERTISING
 HOME OFFICE
 Candler Building, New York

ke a delicious
with Crisco.
iges easily.
s says do.



RTING *for* CAKE-MAKING

Distance Between Two Minds."

Good picture Is Worth 10,000 Words"—(*Japanese Proverbs*)

You Couldn't Tell As Well in a Whole Page of Type"—(*Brisbane Editorial*)

h is presented to such a large number of possible purchasers for such
is the advertising in street-railway cars. In most other forms of
advertising only as much time as we think it is worth. In street-
we really think is due to the advertisements, and then we turn
advertising by the amount of time that we have devoted to the
nation the amazing potency of this particular form of advertising.

—(Walter Dill Scott, "Psychology of Advertising")

WAY ADVERTISING CO.

HOM OFFICE
Miller Building, New York

WESTERN OFFICE
Monadnock Building, San Francisco

Fulfillment

With Goldmann, fulfillment is not merely delivering the printed job—it is learning that the job proved to be an effective sales-maker for the client.



ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six

TELEPHONE FRANKLIN 4520



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Consumer Resistance to Labor-Saving Devices

A Task for Advertising, to Make Women Appreciate Their Need for These Appliances

By Roy Frothingham

A RECENT issue of *PRINTERS' INK* contained extracts from a speech on distribution costs that should be of wide interest.* The speaker points out the amazing differential between production cost and selling price of labor-saving devices. The article is of particular interest to those engaged in the business of selling electric household appliances.

It seems to the writer who has been active in selling electric washing machines for some few years, that the long margin between production cost and retail selling price is due to several factors at present beyond the immediate influence of production or sales management.

Even under conditions where the manufacturer eliminates the distributor or jobber and sells through factory-controlled retail stores, you have a present condition which requires a margin of approximately 40 per cent off list in order to net a retailing profit.

The basic reason for this condition is that the average labor saving appliance must be sold to the individual housekeeper by methods which require a lot of expensive demonstration and soliciting work which must be done by capable persons whose effort is deserving of liberal reward.

The idea of saving time and labor in the home is recognized as sound and sensible. It is so logical and altogether reasonable that at first glance it would seem easy to sell an appliance which saves time, turns out better work, and reduces the otherwise heavy expenditure for washing clothes, ironing them, cleaning carpets, or washing dishes.

But there is a peculiar attitude assumed or genuinely felt by the average home manager which requires expensive effort on the part of the appliance dealer in order to overcome. The average woman agrees in principle with the idea of saving labor and of using electric appliances to economize time and energy, but she somehow takes the stand that *she and her home* are exceptions. It is a commonplace to hear this from a woman: "Yes, I think an electric washing machine is a fine thing, but we don't really need one in our house." Following which will come from one to six reasons why she genuinely thinks her case an exception. There is just one way that has proved successful in meeting this attitude, and it isn't based on clever answers to objections.

Remember there is no great urge or necessity which makes the washer or ironer or vacuum cleaner essential. Domestic labor is not so scarce as it was a few years ago. This woman can get along without the appliance which is being glorified to her. She probably has in mind at least three things for which she would spend the money involved in purchasing a washer or ironer or vacuum cleaner before she would buy any of these last named articles. In other words, the labor saving appliance ranks quite a ways from the top of a list of things she wants. Preference is given to other things not yet acquired by the family, such as: Victrola, new furniture, piano, player piano, automobile, etc. Her thought is: "I would rather spend money for positive enjoyment such as music, traveling, or beautiful furnishings than merely to save time or do things elec-

*The "Average" Man's Interest in Distribution Costs, issue of October 26, page 128.

trically just for the sake of using electricity." The fact is that she would rather beat rugs and wash clothes by the old-fashioned way than to invest from \$50 to \$150 in an appliance.

There is no use attempting to reason or argue with Mrs. Jones when she feels this way. You can cover a large sheet with figures and equations showing how her washer investment pays for itself within a year from installation and thereafter pays dividends in time and money saved. You can extend the argument into channels concerning health, sanitation, higher standard of work, less cost per week for doing the required job, and you can prove that she is paying for the device anyway, even when she doesn't install one. But the lady stands unmoved. Again she nods beaming approval upon your splendid argument, but with eloquent silence she points out that her case is different. While these statements are true and though her neighbor Mrs. Brown has declared that she wouldn't sell her washer or ironer or vacuum cleaner for \$500 if she couldn't replace it immediately, yet Mrs. Jones feels that she can well get along as she is, and she much prefers spending the money for something else.

The only proved way to sell Mrs. Jones, if she can be sold at all, is to quit arguing about why she should buy the appliance in question, and so appeal to her that she will permit a home demonstration of the appliance. The best way to create genuine desire (even though it be only temporary) is to stage a home demonstration and get her to take an active part in the handling of the appliance.

APPLIANCE DEALERS' EXPENSES ARE MANY

Having learned by experience how a woman thinks about installing a major appliance, the electrical dealer immediately provides for making home demonstrations anywhere at any time. And thus he manages to sell

enough appliances to cheer him up. But after six months he looks over his books and finds that the expense of getting business exceeds his profit and he looks for the leak. He finds that in addition to his regular overhead expense which may run about 20 per cent of sales, he has the following items of expense:

1. Delivering appliances to the home.
2. Extra man's time to go with truck driver and help unload the heavier appliances.
3. Picking up and taking back appliances demonstrated and not sold.
4. Refinishing appliances demonstrated but not sold.
5. Loss from selling as second-hand or "demonstrators" those appliances which have been demonstrated but not sold.
6. Free service, (always free during first year) to customers who have electrical or mechanical trouble.
7. Commission (10 to 15 per cent) to salesmen who get prospects, make demonstrations and close sales.
8. Expense of collecting installment accounts.
9. Repossession of washers or cleaners where customer must be released from contract account of inability to pay installments.
10. Giving thirty to sixty days' time to people who stall along and take from three to six months to pay the bill.

Thus it is, after checking expense against profit that the appliance dealer must either quit the business or else get a trade discount around 40 per cent off list. He might as well quit as to play a store-selling game, unless he can get some manufacturer or distributor to make him a resale proposition whereby the former furnishes a crew of soliciting salesmen who canvass the town, call on prospects already stirred up by the dealer, and who get a straight commission which is paid either indirectly or directly by the dealer. The dealer carries the times sale accounts, renders service, makes deliveries, etc.—but



THE VOGUE COMPANY
announces the appointment of

RAYMOND W. WELCH

as

*Eastern Advertising
Manager*

of

V O G U E



*Mr. Welch succeeds George T. Keyes, who
leaves Vogue's advertising management to
go to the Retail Research Association as
Merchandise Manager*





Executives always have
"question-mark minds."

No. 7 of a Series

Keen to Know the Facts

No serials, thrilling fiction or articles of "general" interest draw readers to Popular Science Monthly.

A magazine filled only with *facts* naturally draws its readers from among the more solid, substantial men.

Every month 250,000 (A. B. C. Guaranteed) of these solid, substantial men buy—

Popular Science MONTHLY

Advertise to Men through Men's Magazines

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the sales burden is taken by the selling crew.

To summarize, it is the indifferent or unappreciative or prejudiced attitude of the home manager which basically causes the seeming high retail selling price. The more immediate cause for such high prices, or rather the immediate reason why retail prices do not fall lower is the unusual expense which the dealer is forced to assume in order to do a worthwhile appliance business. These expenses can be grouped as follows: (1) Demonstrating and selling expense, (2) Service expense, (3) Financing installment sales.

It would seem that an effective remedy must necessarily be directed by the manufacturer toward the basic cause which is nothing less than consumer indifference. The plain truth is that the feminine public is not sold on the major appliance for saving labor, in the same sense that the public is sold on Victrolas, kitchen cabinets, cooking ranges for gas and oil, automobiles, etc., etc.

The problem of lowering the selling price on electric household appliances such as mentioned heretofore will more nearly be solved by the combined action of more efficient management in production and sales, together with the kind of publicity and educational advertising which has enabled the associated laundries to hold their own in the face of severe competition from manufacturers and distributors of electric washing machines.

Colorado Building and Loan Associations Campaign

The Colorado League of Savings and Building and Loan Associations is conducting a newspaper advertising campaign, the purpose being to acquaint the public with the operating policies, benefits to members, etc., of such associations. Advertisements are signed with the names of members, which include associations at Boulder, Colorado Springs, Durango, Florence, Fort Collins, Golden, Greeley, La Junta, Loveland, Pueblo and Denver.

Owen F. Thompson has joined the staff of Walz-Weinstock, Inc., Buffalo, N. Y., advertising agency.

Turns Legislation to Own Advantage

The Culver Stearns Manufacturing Company, Worcester, Mass., is featuring its Ace Tail Light for automobiles in a special newspaper campaign being conducted in Massachusetts, where regulations governing tail lights go into effect early in January.

The advertising is in charge of the John Odlin Advertising Agency, Worcester, Mass.

Roger N. Joslyn, formerly with The Charles Advertising Service, New York, has joined the staff of Rose-Martin, Inc., advertising agency of that city.

Another Unlisted Slogan

HANNAH-CRAWFORD, INC.
MILWAUKEE, Nov. 28, 1922.

Editor of PRINTERS' INK:

We have formulated a slogan for one of our clients, a spring manufacturer, as follows: "For the Rest of Your Life."

Somehow, it sounds rather familiar, and we thought some other advertiser might have used it.

Accordingly, we come to the fountain of advertising knowledge and ask to be enlightened.

HANNAH-CRAWFORD, INC.

D. Sidney Smith with Crafton Studios

D. Sidney Smith, formerly with Bertsch & Cooper, commercial artists, Chicago, is now with Crafton Studios, Inc., also of Chicago. Before joining Bertsch & Cooper, Mr. Smith was with the Charles Daniel Frey Company and The Charles Everett Johnson Company.

Oregon Nursery Company Is Advertising

An advertising campaign is being conducted in Northwest magazines and newspapers and national magazines by the Oregon Nursery Company, Portland, Ore. Frederick Hyskell & Son, Inc., Portland advertising agency, is directing this campaign.

Howard S. Stevens has joined the sales force of Charles Everett Johnson-Grauman Studios, Division of Advertising Art of the Meyer Both Company, Chicago. He has recently been with the George E. Mizen Company, Chicago advertising art service and previously was associated with Charles Everett Johnson in Chicago.

Miss Marion Pratt, who recently became Mrs. Morton Leffingwell Fouquet, is now a director in the United Advertising Corporation, New York. Her election to the directorate of this company previously had been reported in error in the name of Mrs. Morton Leffingwell.

Some Reflections on Advertising

What Is Responsible for the Remarkable Growth of Advertising in Recent Years—Analogous to a Glacier, a Lifting Magnet, a Drama—Mistaken Idea of "Waste" Advertising

By C. L. Benjamin

ADVERTISING is really an outgrowth of the factory system and improved transportation facilities. Before the day of the factory and the railroad, each man was sufficient unto himself, built his own home, made his own clothes, and raised his own food. With the growth of the factory system and the railroad, some communities, favored by natural conditions, were able to produce certain articles of food, clothing, or manufacture, of superior quality at less cost than other communities. Since these producing communities made more goods than could be consumed locally, they turned to advertising, and, since transportation costs were lowered by the railroad, much wider markets were made possible. Without the factory and without the railroad, advertising would not be necessary.

* * *

Word-of-mouth advertising is one of the oldest and best forms. If we can get outsiders to praise our product, it is much more effective than when we, ourselves, praise it, because the outsider has no "axe to grind" in the matter. For this reason the testimonial letter, properly used, is one of the most effective forms of advertising.

* * *

Advertising works slowly, as a glacier does. It takes a period of from two to four years for an advertising campaign to be effective. Plans should, therefore, be made for a long time ahead. The

From an address before the Engineering Department of the Milwaukee Advertising Council.

reason why it takes advertising so long to act is because man's mind is like marble, and the idea must be carved in slowly. It is well that the human mind is not like putty, for, although a person might be quickly sold on an idea, he could be as quickly unsold by a competitor's advertising.

* * *

Advertising is like the lifting magnet. The lifting magnet will select all iron and steel particles from all non-ferrous substances. In the same way, advertising will select those people who are ready to purchase from those who are not ready.

* * *

A well-worded advertisement may be compared to a drama. It must open up well to grip the reader's interest. It must then lead him up step by step to the climax, or the point of most intense interest, then it must be cut short, for the reader's interest wanes quickly after the climax.

* * *

One great trouble in advertising is that inquiries are not followed up intelligently. A great deal of thought and money is spent to draw inquiries, but many times no adequate provision is made for following up the inquiries.

* * *

A complete follow-up campaign should be made up before the first piece is sent out. After the inquiry comes in, from three to six follow-up pieces should be sent out before the inquiry is finally called dead.

* * *

Some advertisers regard direct mail as wasteful, because the pieces reach the waste-basket so quickly. This, however, is no drawback, provided the circular has been read.

* * *

The circular is really only like the tomato can which is discarded after the tomatoes are removed. The can is useless after its contents are removed; so it is with the circular. After its contents have been absorbed by the reader it makes no difference if the broadside is discarded.

*OUR stereotype
and matrix depart-
ments have increased
their volume 110%
in the past 2 years.
Draw your own
conclusions.*



O'FLAHERTY

STEREOTYPERS ELECTROTYPERS

Makers of Peerless Mats

313 West 37th Street, New York

The Plain Dealer

FOR THE WOMAN

Angelus Lemon Cream
Aladdin Utensils
Almco Lamps
Almomeal
American Fruit Growers
A. P. W. Paper
Beach Kicks
Bigelow Hartford Carpets
Butterick Patterns
Carmen Powder
Cheramy
Cream-of-Wheat
Cutex
Dermatological Laboratories
Duro-Belle Hair Nets
Florence Oil Stove
Gainsborough Hair Nets
Glazo
Glenwood Range
Good Luck Jar Rubbers
Gossard Corsets
Harper's Bazaar
Heirloom Plate
Jim Hill Apples
Hotpoint Servants
Houbigant Perfumes
Hytone Stationery
Jap Rose Soap
Kabo Corsets
Kaffee Hag
Kaynee Blouses
Kleanet Hair Nets
Klim
Le May Powder
Lorraine Hair Nets
Mallinson Silks
Merode Underwear
Nips
Pompeian Olive Oil
Ponds Cold Cream
Prunier Coffee
Premier Vacuum Cleaner

R & G Corsets
Ralston
Richard Hudnut
Sani Flush
Sanico Range
Sweetheart Soap
3 Minute Dish Washer
Universal Electric Appl.
Vanity Fair Underwear
Van Raalte Hosiery
Wenatchee Apples
West Indies Fruit
Westinghouse Appliances
Whittall Rugs
Worthwhile Coats

FOR THE MAN

Am. Credit and Indem. Co.
Art Metal Desks
B. V. D.
Babson
Bankers Trust Co.
Barbasol
Bearing Service Co.
Bellknab Addressing Machines
Robert Burns Cigars
Certain-teed Products
Champion Spark Plug
Cietrac
Clicquot Club
Consolidated Stock Exchange
Dalton Adding Machines
Dillon Read & Co.
Dixon Lubricants
Dry Slitz Stogies
R. G. Dun Cigars
Durham Duplex Razors
Dutch Masters Cigars
E. & W. Collars

Exclusively in the CLEVELAND MARKET

Every National Advertiser
in this advertisement is
in Cleveland in the Plain Dealer
during 1922—over 100 in some
are omitted for lack of space. The
Dealer regularly receives more
Advertising than any other Daily
Sunday Cleveland Advertiser

Concentrate in the CLEVELAND MARKET

ONE COLUMBIA

ONE

JOHN B. WOODWARD
819 Times Bldg., New York

The Plain Dealer

Cleveland's Greatest Salesman

Will Sell It!

FOR THE MAN

El Producto Cigars
Emeralite Lamp
English Ovals
Erwin & Wasey
Exide Batteries
Fuller & Smith
Gem Razors
General Motor Trucks
Goodman & Suss Clothes
W. H. Harriman & Co.
Harvester Cigar
Hoyts Service
Illinois Refrigerator
Interwoven Sox
Kewanee Boiler
Klingmade Sweaters
Knit Underwear Mfrs.
Knox Hats
LaSalle Extension University
Lastlong Underwear
Mallory Hats
Melachrinols
Moody Investors Service
Motor
National Lumber Association
Nicholson Files
Ohio Wesleyan University
Our World
Palm Beach Suits
Palmolive Shaving Cream
Paris Garters
Patrick Coats
Pennzoil
Rosenwald & Weil Clothes
Royal Typewriters
Society Brand Clothes
Stewart-Warner
Sunco Motor Oil
The Suspender Mfrs.
Herbert Tareyton
"Thermo" Sweaters

U. & J. Timers
Upson Board
Veedol Motor Oil
Willard Batteries
Tom Wye Knit Jacket

FOR THE FAMILY

American Magazine
Bastian-Morley Heaters
Carter's Underwear
Cheney Talking Machines
Christian Science Monitor
Colgates Ribbon Dental Cream
De Luxe Bed Springs
Eastman Kodaks
Ferry's Seeds
Ground Gripper Shoes
Harper & Brother
Ingersoll Watch
Julian & Kokenge Shoes
Lee Tires
Lissue Handkerchiefs
Murphy In-a-Door Beds
Okeh Records
Parker Duofold Pen
Pebeco Tooth Paste
Perfection Motor Heaters
Pittsburg Automatic Heater
Redipoint Pencil
Red Book
Saturday Evening Post
Seiberling Cord Tires
Stacomb
Standard Sanitary Fixtures
Storrs & Harrison Seeds
Wallace Records
Waltham Watches

in the MAIN DEALER

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les of ANY-Priced Merchandise

WOODWARD & KELLY
811 Security Bldg., Chicago
Fine Arts Bldg., Detroit



How Can "Thumb Men" Sell *Your* Goods?

If your products are sold through jobbers—beware the handicap of the "thumb man." In response to queries from half sold retailers he "thumbs" his way through his ponderous catalog, hunting for *your* page.

❑ How can he sell your goods? Yet he can, and the solution is in your hands.

❑ Maybe you'd be interested in learning how others have done the job and won the enthusiastic and intelligent support of

their jobbers' salesmen, and built up sales.

❑ This, along with other interesting marketing problems, is discussed in the book, **PROMOTING SALES**. A copy will be sent on request made on your business letterhead.

The Corday & Gross Co.
Cleveland
Effective Direct Advertising

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How the Western Electric Company Is Analyzing Its Distribution Costs

A Report on the Progress Made during Ten Years of Endeavor and
Study to Know Its Costs of Distribution

By O. D. Street

General Manager of Distribution, Western Electric Company

II

IN years gone by, we, in common with other distributors, had been possessed with the idea that the only way to increase the net profit earned on our investment was to increase our rate of gross profit. Now we have come to see that there is vastly more money in some business taken at a low rate of gross profit than there is in other business taken at an appreciably higher rate. We see now that a gross profit rate means nothing until we know to what amount that rate is going to be applied. As is seen by referring to Chart No. 3*, since our average expense per order is \$7, we cannot make money if our orders have an average value of \$30, though our gross profit rate was 20 per cent, for this would give us an average profit of but \$6 per order. As our expense is \$7 we would be losing \$1 on every order. On the other hand, if the value of our average order is \$45, and the average profit rate 18 per cent, resulting in a gross profit per order of \$8.10, we will make some money, and we will make even more if the average value is \$60 and the average profit rate 17 per cent. Since that would give us an average gross profit per order of \$10.20, against an average expense of \$7. Small orders, the more so where they are 60 per cent of all orders, tend to lower the average profit per order below \$7. The large orders are the

only ones which help to raise the average profit, and only by raising the average profit per order well above the average cost per order can we hope to make a good return on the investment. With us, under ordinary conditions of investment, the average amount of gross profit per order must be from \$2.50 to \$3 greater than the average cost per order in order to show a return of 25 per cent on the investment. This can be figured out by assuming a given condition where:

The average value per order is..	\$56.00
The average profit rate is.....	18%
The average amount of profit per order is.....	\$10.00
The average expense per order is.	7.00
The average number of days receivables is	50
The average investment in merchandise is	\$ 4.00

Our formula would then work out as follows:

$$\frac{G-E}{M+R} = \frac{\$10.00-\$7.00}{\$4.00+\$8.00} = \frac{\$3.00}{\$12.00} = 25\%$$

To thoroughly comprehend the thought I am trying to convey, you must see the line of reasoning followed in reaching the conclusion that our expenses per order tend to be relatively constant.

Our expense per order is about 70 per cent higher than it was before the war, but the expense has gone up proportionately at all houses, and most likely among all distributors. This increase is the result of the higher cost of labor, trucking, rent, etc. If these factors go higher our average cost per order will be higher than at present. If they decrease, the average cost per order will decrease.

*From an address made before the annual convention of the Association of National Advertisers at Atlantic City.

*See PRINTERS' INK, December 7, page 42.

At our Salt Lake house, where the organization is small, the cost per order is \$6, and only at one or two of our fifty houses, where certain known abnormal expenses prevail, have we a cost in excess of \$7.50 per order.

With us the expense per order is relatively constant month by month at each house, month by month at all houses. This is because the expenses of such a distributing organization tend more closely to follow transactions than to follow sales value. This point is made more clear by the following figures:

DATA FOR CHICAGO AND SALT LAKE FOR TWELVE MONTHS				
	Number Orders Handled	Average Value Per Order	Average Expense Per Order	Average Expense Rate
Chicago	131,000	\$76.00	\$7.61	10.0%
Salt Lake	13,000	38.00	6.00	15.5%
Percentage of Difference.....	+900%	+100%	+27%	-35%

You see that Chicago handles ten times as many orders as Salt Lake, and that the average value of the order at Chicago is twice as large; yet the average expense per order at Chicago is but \$7.61, and only \$1.61 more than the average expense at Salt Lake. If expenses followed values, and since the average value of Chicago's order is exactly twice as large as the average value of Salt Lake's order, Chicago's expense per order would be twice as large as at Salt Lake or \$12.00 instead of \$7.61.

Perhaps it may strike you that we are not justified in assuming that our expense per order is going to remain as high as it is today. You may think that our average expense per order could be lowered to perhaps \$5 just by doubling the number of orders handled. To be sure, since a good many of our expenses are fixed, such as rent, watchmen's salaries, high executives' salaries, etc., our average cost would come down somewhat if we were to double the number of orders handled, but as a matter of fact, even over a period of a good many years we do not either increase or decrease, to any marked extent, the number of orders handled. For the past

eight years the number of orders handled at each of the houses, and for the company as a whole, has not varied from one year to the next to any appreciable extent, and we do not expect that this condition will change.

While I have been emphasizing the fact that our average expense per order tends to be quite constant, I have not forgotten that we may still have too many employees at some of our houses, and that the work of others is not as efficient as it might be. In other words, there is a chance at every point to do a more efficient, hence

a cheaper, job. On the other hand, we recognize that with our office and warehouse work more or less standardized as it is, and with the competent department heads we have in charge at the houses, no great amount of money is being wasted. Our General Department Specialists are finding it harder each year to develop new methods by which we can reduce expenses. To be sure, a couple of men, after working a month last year at one house, were able to point out where changes could be made that would effect savings amounting to \$4,000 per annum. Now, \$4,000 is worth saving, but even if saved it will reduce the expense at that house only to the extent of ten cents an order, since the house handled 40,000 orders a year. It is right that we keep our expenses down, and we expect to continue searching for better and cheaper methods, but we think that it is much easier, by applying the knowledge we now have, to get our average profit per order up 50 cents than it is to get our average expense per order down 10 cents. Not only is it easier, but it is nearly five times as valuable from a net profit standpoint.

We shall continue to strive for

Instruct Your Printer

—to have all your printed matter folded on a Cleveland Folder. That will insure the work being done quickly—and accurately.

If he does not own a Cleveland, send us his name and address and we will tell him where he can have your folding done locally on one of our machines.

As you probably know, the Cleveland will fold anything from a 4 x 7-inch envelope stuffer to a 26 x 58-inch broadside, and give you a variety of distinctive, attention-getting folds that will add to the strength of your direct mail advertising.

If you get out booklets, you will appreciate the time-saving feature of the Cleveland in folding such unusual pieces as 12-page, 20-page and 28-page booklets in one operation.

If your copy fills 20 pages, your printer, when he has a Cleveland to help him, will not set up two forms, a 16-page one and a 4-page one, but, instead, one 20-page form, which he will fold on his Cleveland in about half the time it would take to complete the bindery part of the work, using the old-fashioned way.

Ask him about it the next time you are at the plant.

THE CLEVELAND FOLDING MACHINE CO.

Cleveland

Ohio

Quality and Service Have a Larger Meaning Here



**Five hours from New York;
overnight from Boston; at
the gateway to the South**

**That is the desirable situation of
the National Capital Press at
Washington; desirable as a dis-
tributing point and for service to
the printing buyers along the
whole Atlantic coast.**

**Publishers of fine illustrated mag-
azines, and users of large editions
of advertising matter will find
it to their advantage to discuss
complete handling of printing
with us.**

*Immense plant
Supplies purchased in large quantities
Low overhead*

NATIONAL CAPITAL PRESS

1210 - 1212 D STREET N.W., WASHINGTON, D. C.

NOT TOO LARGE TO DO A SMALL JOB WELL

efficiency as hard or harder than ever, but shall not forget that in business one of the surest proofs of efficiency is a first-class net profit on investment.

We have now considered how to test the profitableness of orders and the profitableness of lines, and how to watch the progress of the business as a whole; and there is one other thought which is worth considering. Let us see if, by the use of these same methods, we can get a better idea as to the profitableness of the individual customers, for, after all, it is the customer whom we are trying to sell and to serve.

Why is it that we have warehouses in fifty cities carrying in each several thousand items of merchandise? Why do we publish an expensive year book in which we indicate our ability to furnish no less than fifty thousand different items of merchandise? In short, for what purpose has this national sales organization of ours been created if not to seek out and serve customers in the expectation that the business relation thus established may prove profitable?

This organization we have built up, and these millions of dollars we have invested in plant and merchandise, should represent the organization and investment we deem necessary in order to get and to hold the business of those companies whose purchases of electrical material are great enough to warrant us in the belief that that share of it which we can hope to secure from each company can be handled at a profit.

If such a conception of our function as an organization is sound, and we could know that we are making some profit on the business we do with each customer, and that the amount of net profit we derive from each customer is satisfactory, we would not need to worry a great deal, even though it could be shown that we are losing money on some of the material we sell them or on some of the small orders they give us.

Therefore, while by the use of all legitimate methods we propose

to strive for such set-ups as will make more and, if possible, eventually all of our lines and transactions profitable, at the same time we are aiming to see that we are making money out of the business we do with the greatest possible number of customers we serve, and losing money on the fewest possible number.

If it is the job of the distributor to endeavor to show a net profit on the business of each customer he serves, it is essential that we should have a gauge whereby we can at least approximate the profitableness of a customer's account.

A number of years ago we designed, and sent to our houses, a form to be used for this purpose. (The design of this form is shown on Chart 4.) On a trip among the houses shortly before these forms were sent out, several men at each house were asked what information was required in order to estimate the relative profitableness of an account. Every man replied that we needed to know the annual volume of sales. Some added that we needed to know the gross profit rate, but not one in ten mentioned more than those two factors as being necessary.

The very least we need to know is, as the questionnaire on Chart 4 indicates, the annual sales, the average gross profit rate, the number of orders handled during the year, and the average amount of profit per order. Above all, we must know the average amount of profit per order, for without these data we can tell nothing at all about an account from a net profit standpoint. We may guess that it is good, but we are only guessing. An estimate based on fairly correct accounting principles is to be preferred to mere guesses.

Where we found that accounts were not being analyzed from a net profit standpoint, some spot checks were made along the line suggested by the questions on Chart 3*, and the results of some of these are here cited.

*See PRINTERS' INK, December 7, 1922, page 42.

CHART NO. 4
MONTHLY ANALYSIS OF INDIVIDUAL CUSTOMER'S ACCOUNT

	Sales	Gross Profit Rate	Amount Gross Profit	No. of Orders Handled	Average Value Per Order	Average Profit Per Order	Average No. Days Receiv-ables
January							
February							
March							
<i>Average First Quarter</i>							
April							
May							
June							
<i>Average Second Quarter</i>							
July							
August							
September							
<i>Average Third Quarter</i>							
October							
November							
December							
<i>Average Fourth Quarter</i>							
<i>Average Twelve Months</i>							

At one house we took an account, our sales to which were about \$16,000 a year, and the profit rate about 15 per cent. The sales manager expressed his belief that the account was profitable, because (to use his argument) "the volume was large." After going to the books and counting the number of orders which had been rendered during the year, we found that the average profit per order produced by this \$16,000 account was \$2.10. The average expense per order at that house was \$6.50. The customer was being allowed 120 days in which to pay his bills, was receiving the benefit of our best prices, and the stores manager had stated that, from a service and claims standpoint, the customer was a perfect pest, yet his unreasonable demands for special services were stood for, 120-day payments were allowed, and best prices were quoted, because it was thought the account was profitable, and it was considered profitable simply "because the volume was large." When it was found that the average profit was but \$2.10 per order, neither the sales manager, nor anyone else, thought the account was profitable, and instantly steps were taken to change the situation, not by closing the account, but by changing the character of it.

At another house, where the average expense per order was \$6.25, the two largest accounts on the books happened to be two central station accounts. The purchases of one amounted to \$60,000 that year at an 11 per cent rate of gross profit, and the other \$50,000 at a 12 per cent rate. One was in the home city of the house, and the other a hundred miles away. Asking the house concerned which was the more profitable account of the two, we were told that the one in the home city was the better. We counted the orders rendered during the year, and found that the gross profit on the home city account averaged \$6 per order and the other averaged \$27 profit per order. You see, the management had guessed wrong, for there was no chance for a net profit in the home city account, while in all probability the other account, which produced \$27 profit per order, was showing a return of better than 100 per cent on the investment. Bills in each case were being discounted and paid in ten days. It goes without saying that the home city account is now being studied so that it may be made a net profit earner as well as a volume builder, and the outside account is being given more attention than ever before lest it should be lost. No house is going to



The Best Advertising Space in the World

BEST, because it works nearest the point of sale. A Giant Ad in this space will tell the prospect, who has been sold by your magazine or newspaper copy, that *here* is the store where the product can be bought. The reader has no chance to forget—the gap between the desire you created with your National copy and the opportunity to buy, is successfully bridged.

Giant Ads—enlarged reproductions of your magazine or newspaper advertisements—can be reproduced in any number of colors in any sizes up to 38"x50". Our speed of production is a valuable factor of this service.

Write or phone for rate card, descriptive booklet and samples.

NATIONAL PROCESS COMPANY, INC.
117 East 24th Street New York
Phones: MADison Square 9676-9677, 9124, 10258

GIANT ADS

THE LEADERSHIP OF The Syracuse Herald

in Syracuse, New York, is shown in the acceptance of The Herald by advertisers generally. The first nine months of 1922 shows a continued lead in advertising activities.

LOCAL DISPLAY

HERALD (7 days).....	4,953,687 lines
POST STANDARD (7 days).....	3,247,041 "
JOURNAL (6 days).....	3,798,137 "

FOREIGN DISPLAY

HERALD (7 days).....	1,047,050 lines
POST STANDARD (7 days).....	926,618 "
JOURNAL (6 days).....	896,994 "

AUTOMOBILE

HERALD (7 days).....	679,490 lines
POST STANDARD (7 days).....	588,161 "
JOURNAL (6 days).....	382,697 "

TOTAL DISPLAY

HERALD (7 days).....	6,680,223 lines
POST STANDARD (7 days).....	4,761,820 "
JOURNAL (6 days).....	5,078,828 "

DEPARTMENT STORES

HERALD (7 days).....	1,189,209 lines
POST STANDARD (7 days).....	689,395 "
JOURNAL (6 days).....	919,715 "

FOOD ADVERTISING

HERALD (7 days).....	532,581 lines
POST STANDARD (7 days).....	324,345 "
JOURNAL (6 days).....	390,525 "

The Herald also leads in all other important classifications

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

286 Fifth Ave., New York City Globe Building, Boston
Steger Building, Chicago

take chances in losing so profitable an account, after they once know how profitable it is.

At another house, an electrical contractor's account was checked up. The volume was good—about \$17,000 for the year. The rate not bad—about 17 per cent—but the value of the orders averaged only \$20, which, with a 17 per cent gross profit rate, produced but \$3.40 gross profit per order. This was undoubtedly an account which, as it stood, we were losing money on, for the

As the house, on its entire business, made about 25 per cent on its investment, it was clear that these accounts contributed helpfully to that end.

At another house, where the average expense per order was \$7.50, several dealer accounts were analyzed. The volume in each case was large, the gross profit rate good, and payments prompt. The volume of sales and gross profits per order for twelve months on a few of these accounts are shown below:

Account No.	Total Sales	Gross Profit Rate	Average Value Per Order	Average Profit Per Order
Account No. 1.....	\$43,637	17%	\$232	\$39.44
Account No. 2.....	25,035	19%	169	32.11
Account No. 3.....	40,548	18%	157	28.26
Account No. 4.....	35,250	18%	121	21.78
Account No. 5.....	28,550	17%	170	28.90

average expense per order at that house was \$7.

At the same house another account, with three times the volume of the above account—about \$50,000 for the year—was analyzed. This customer was paying his bills in ten days, and most of the shipments were going direct from the factory, meaning a low investment. The average profit per order produced by that account was \$35. It is safe to conclude that that account was showing us a handsome return on our investment.

At another house there were three railroad accounts averaging from \$35,000 to \$50,000 sales per annum. The average expense per order for the house was \$6.50, yet not one of those railroad accounts produced, that year, a gross profit per order of as much as \$6. We know that railroad business is expensive business to handle under normal conditions, and it was especially so that year as payments were very slow. Obviously, there was no net profit in those accounts, yet the sales represented about 12 per cent of the total sales of the house.

On the other hand, this same house had several other large accounts which were producing more than \$25 profit per order.

Since we know there were no abnormal expenses in connection with the business of these accounts, we were satisfied that they were good money-makers for the house.

It is all right to watch sales volume, but we must not fool ourselves by assuming that a large volume of sales made to a customer necessarily means that we are deriving any net profit from the account. Such an assumption is not warranted without further analysis.

If, as is generally assumed, new alignments are to be worked out in the producing and distributing fields, and since it is a certainty that the successful agencies in both of these branches five or ten years hence will be those whose efficiency is of the highest, perhaps you will agree with me that those of us who would be recorded among the survivors must hasten to ascertain where we now stand, in order that losses incurred in unproductive endeavor may be eliminated, and that the money thus saved may be invested in production endeavor. When we know the production and the distribution cost of each thing we market, when we know the profitability of the account of each jobber we serve, and when the

jobbers and wholesalers know the profitableness of the account of each retailer they deal with—then, and not until then, will there be fewer factories in which the same thing is made, fewer distributors who vend their articles in the wholesale mart, and fewer dealers who pretend to serve the buying public. Then and not until then shall we have solved the question as to why production and distribution costs are so high.

Ivory Soap Advertising Readers Asked for an Opinion

Readers of Procter & Gamble "Ivory" soap advertising in newspaper rotogravure sections are being asked whether they desire to have a certain character, Sally Jollyco by name, continue to have a role in future advertising.

This request tucked away in space measuring two inches square in the rotogravure section of a New York newspaper reads:

"To all Jollyco Fans: Do you want Sally to stay? Sally Jollyco says she doesn't want to be talked about any more in Ivory soap advertisements. You can help us to change her mind by writing her a letter right away. Address Miss Sally Jollyco, 14th floor, 120 W. 42nd St., N. Y. C."

A New Mint Confection Advertised

The Belle Mead Sweets, Trenton, N. J., are using space in the Sunday newspapers to advertise their new mint confection, called "Belle Mead Mint-wins." The candy is shown whole and in section, and prominence given to the word "new" in hand-drawn lettering.

Rochester, N. Y., Newspaper Has Retail Publication

The Rochester, N. Y., *Democrat and Chronicle* has started publication of a monthly publication for retailers in its territory under the name of the "Rochester Retailer."

Joseph Esler, publishers' representative, has been appointed by *Standard Remedies*, a trade paper in the proprietary medicine manufacturing field, as its representative in the Chicago territory.

Death of Andrew McLean

Andrew McLean, founder of the *Brooklyn Citizen*, died at Brooklyn, N. Y., on December 4. He was 71 years of age.

Window Display Value Not Wholly Dependent on Dignity

One afternoon a jobber's salesman discovered a cake of Bon Ami and its wrapper in the window of a country town grocery store. It had accidentally been left there when the windows were washed the night before, but the crude "display" which resulted had caused the day's sales to rise from two or three to ten cakes.

The Henry C. Lytton Company of Chicago operates a golf department in connection with its regular clothing business. Three golf clubs with ivory facings and superb mountings, priced at \$45 each, were stocked early in the golf season but failed to sell. Late in September they were displayed in a corner of the golf and automobile accessory window with about fifty other articles. Two of the drivers immediately sold.

Recently in the Chicago "loop" store of the Piggly Wiggly chain the sales of Log Cabin Syrup were doubled by using a window display of that product for one week.

Any display of a product causes some increase in sales. A good display of an advertised product usually forces an increase of 50 per cent or more.—From the J. Walter Thompson "News Bulletin."

How the "Westclox" Family Advertising Works

When the Western Clock Co., of La Salle, Ill., introduces a new product it finds its path made easy because of the manner in which it has guided its advertising. This company has recently been granted the trade-mark "Black Bird" for a new product. Concerning the advertising for this new product, W. S. Ashby, advertising manager of the company, says:

"The campaign to establish 'Westclox' as a line name is enabling 'Black Bird' to fit right into the family without special advertising effort on its behalf, and 'Black Bird' sales are going along in fine shape.

"It is just about as hard to introduce as a new National Biscuit, provided the biscuit has the right flavor, and 'Black Bird' seems to be a very tasty bit."

New National Radio Campaign

The American Radio and Research Corporation, Medford Hillside, Mass., manufacturer of Amrad radio receiving sets, has initiated a national advertising campaign. The account has been placed in charge of the Glaser Corporation of Boston.

New Advertising Business Formed at Boston

Charles D. Whidden and Arthur M. Sherrill have formed an advertising business at Boston under the name of Whidden & Sherrill.

Advertise to Live Families in



CHILD LIFE

MORE than 100,000 families welcome "Child Life" every month—live, growing, spending families with children in them. Not a day passes but what they purchase or consider the purchase of some articles needed in the care of their youngsters. They appreciate and select the best, especially when the children are concerned.

Talk to the mothers of such families by advertising in "Child Life." The mother is the one who does the buying. You get her attention in the happiest possible way by advertising in "Child Life." She is sensitively attune to the needs of her little ones when she is reading to them out of the wealth of rhyme and story in "Child Life." Advertise in "Child Life" all that is needed in the care and education of children—clothing, toilet goods, nursery furniture and books and toys.

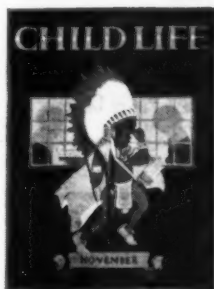
Write today for rates, detailed information and a copy of "Child Life" to look over.

Published by

RAND McNALLY & COMPANY

536 S. Clark Street, Chicago

Largest Publishers of Books for Children



Mothers who *select* read
"CHILD LIFE" to their Children



Technical Details Made to Interest the Layman

United Electric Light and Power Company Tells "Inside" Facts in Words of One Syllable

WHETHER or not the public is interested in the technical facts about an industry has long been a much-discussed question. Does the average reader want to know merely *what* a thing will do or *why* and *how* it is done?

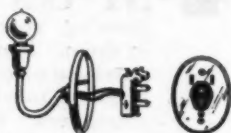
As told in **PRINTERS' INK** recently, the Great Eastern Mills of Indianapolis, making 6X Icing Sugar 500,000 times finer than granulated sugar, discovered that the public when told the technical details of the difference would be interested and would pay for the difference. When told that 6X sugar would make better cake icing, the consumer remained cold. When told of the technical features of the product she made Snowflake 6X Sugar the largest selling packaged sugar in the State.

The United Electric Light and Power Company, New York, wanted to get more people to wire their homes; but it also wanted to have the public more familiar with the work of the electrical contractor and the hows and wherefores of the business.

Any ordinary layman who has talked to an electrical expert when the latter gets going knows how complicated the electrical business seems. When the radio expert or the man who knows all about magnetos gets talking hard and fast it is apt to be over one's head. Yet the United Electric Light and

Power Company has proved, like the Great Eastern Sugar Mills, that people are interested in inside facts about an industry.

Its recent newspaper advertising campaign has been in the form of a serial story which, at the same time, tells the public something



Electrify the Home!

ELEXIT outlets are an innovation in the electrical field. Lighting fixtures may be hung or removed from them as easily as a picture is hung or removed from a wall, or interchanged with other lighting fixtures around the house at will. When not so used they become convenience outlets to which any electrical appliance may be connected.

Our special home wiring plan will interest every non-user of electric service. Your electrical contractor, or any of our representatives, will gladly explain it to you in detail. Telephone, STUYVESANT 4900.

The United Electric Light & Power Company

130 East 15th Street

89th Street and Broadway

140th Street and Broadway

EACH ADVERTISEMENT WAS ILLUSTRATED BY SOME PECULIAR ELECTRICAL FEATURE

of the technical symbols and words used in the business, and also brings out the simplicity of installing electrical wiring. One illustration at the top shows something which looks very much like a caterpillar out for a walk in the early spring. "Electrify the Home," says the heading, and the

THE
ERICKSON COMPANY
Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work, watch
the advertising of the following products:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
INTERWOVEN SOCKS
GRINNELL SPRINKLERS
WELLSWORTH GLASSES
McCUTCHEON LINENS
BARRETT EVERLASTIC ROOFINGS
PETER SCHUYLER CIGARS
TERRA COTTA
TARVIA
IMPORTERS & TRADERS NATIONAL BANK
WALLACE SILVER
CARBOSOTA
NEW-SKIN
BERNHARD ULMANN CO.
(ART NEEDLEWORK PRODUCTS)
"QUEEN-MAKE" WASH DRESSES
BARRETT SPECIFICATION ROOFS

What we've done for others we can do for you.

An Avalanche of Figures, But They All Prove One Thing—

The Boston Post Is First

Here's ten months' proof that 1922 is rounding out as another overwhelmingly Boston Post year. These advertising figures are from the records of the Boston Newspapers' Statistical Bureau and represent the combined opinion of thousands of advertisers, most of whom have had years and years of experience with Boston advertising mediums.

These totals express more powerfully than words the judgment of the most important Advertising Groups—all POST-ward

Local Display Advertising

	Week-day and Sunday Combined	Week-day Editions	Sunday Edition
POST	5,237,684	3,755,492	1,482,197
Globe	4,828,309	2,652,169	2,176,144
Herald	4,168,463	3,096,607	1,071,850

National Advertising

Including ALL General Advertising, excepting Banks and Financial, most of which is really local business.

	Week-day and Sunday Combined	Week-day Editions	Sunday Edition
POST	3,127,064	2,093,209	1,033,855
Herald	2,732,927	1,998,197	734,730
Globe	1,740,876	1,246,396	494,480

Total Display Advertising

	Week-day and Sunday Combined	Week-day Editions	Sunday Edition
POST	8,617,267	6,070,093	2,547,174
Herald	7,555,791	5,723,852	1,831,930
Globe	6,768,136	4,076,162	2,691,974

Post leads Herald-Traveler by 1,061,476 lines

Post leads Globe by . . . 1,849,131 lines

Latest NET PAID Circulation

Statements of papers quoted above, being the sworn returns for six months period ending Sept. 30th, 1922

	Week-day	Sunday
Boston Post	376,240	373,945
Globe	275,794	322,705
Herald (Morning)	114,835	112,380
Traveler (Evening)	117,802	

Special Representatives { Kelly-Smith Co., Marbridge Bldg., New York City.
Kelly-Smith Co., Lytton Bldg., Chicago.
R. J. Bidwell Co., Los Angeles and San Francisco.

Post Is First in Departmental Store Advertising*(Including Department Store and Men's and Women's Specialties Sold in Retail Stores)*

	Week-day	Sunday	Total
POST	2,543,186	837,342	3,380,528
Herald	1,808,914	649,322	2,458,236
Globe	1,880,372	1,498,300	3,378,672

Post Is First in Men's Clothing Advertising

	Week-day	Sunday	Total
POST	519,100	31,299	550,399
Herald	393,292	13,864	407,156
Globe	279,115	24,040	303,155

Post Is First in Groceries and Food Advertising

	Week-day	Sunday	Total
POST	584,665	80,679	665,344
Herald	458,846	68,784	527,630
Globe	383,586	36,498	419,084

Post Is First in Home Furnishings Advertising

	Week-day	Sunday	Total
POST	385,886	378,647	764,533
Herald	499,877	83,654	583,531
Globe	204,477	392,892	597,369

Post Is First in Automobile Display Advertising*(Classified automobile advertising not included)*

	Week-day	Sunday	Total
POST	302,672	333,305	636,037
Herald	279,116	343,820	622,936
Globe	197,274	238,127	435,401

Post Is First in Amusement Advertising

	Week-day	Sunday	Total
POST	181,347	140,105	321,452
Herald	123,566	118,433	241,999
Globe	119,514	118,835	238,349

Post Is First in Boot and Shoe Advertising

	Week-day	Sunday	Total
POST	163,043	35,658	198,701
Herald	114,104	34,801	148,905
Globe	96,501	35,218	131,719

Post Is First in Talking Machine, Phonograph and Record Advertising

	Week-day	Sunday	Total
POST	74,949	23,450	98,399
Herald	67,389	9,876	77,265
Globe	60,091	24,074	84,165

Post Is First in Jewellery Advertising

	Week-day	Sunday	Total
POST	131,129	24,868	155,937
Herald	77,335	18,117	95,452
Globe	57,687	13,580	71,267

Post Is First in Drug Store Products Advertising

	Week-day	Sunday	Total
POST	393,703	221,235	613,938
Herald	322,633	54,512	377,145
Globe	214,566	127,331	341,897

Post Is First in Tobacco Products Advertising

	Week-day	Sunday	Total
POST	142,588	8,140	150,828
Herald	112,173	10,111	122,284
Globe	81,968		81,968

Post Is First in Building Materials Advertising

	Week-day	Sunday	Total
POST	38,966	113,162	152,128
Herald	31,886	93,940	125,826
Globe	20,233	11,646	31,879

copy describes the copper wire referred to as Armored Electric Cable because of its heavy, flexible metal sheathing. It tells the reason for the use of the wire—"because it offers absolute protection against bruising or breaks once it is installed within the partitions and floors of a home."

UNUSUAL ILLUSTRATIONS

The tools used by the electrical contractor when he installs electric wiring are shown, such as the special tool called the Outlet Cutter. This is an improved bit designed to cut a neat outlet hole. It has a cup portion which catches the plaster and dirt, thus saving the buyer of electrical installation the mess and bother coming from plaster which would ordinarily fall on the floors of the home.

One piece of copy showed a mysterious aggregation of symbols running across the top of the page. "Symbols such as these," said the copy, "when interpreted into terms of Electric Service mean home comforts and conveniences. They represent the ceiling light, the wall bracket, the service outlet, the switches and the floor, heat and power outlets."

Another mysterious looking illustration shows a snake wire hook. "Indispensable to the electrical contractor when he installs electric wiring." With this wire, hooked at one end, the electrical contractor "fishes" for openings in partitions and walls through which to draw his armored electric wires. This snake wire hook very largely avoids the cutting of walls and the removal of paneling.

The electric heater, electric bulbs, lighting fixtures, special outlets, bell-ringing transformers, wall brackets, fuses, switches, outlet boxes, wire terminals for other tools, methods and materials are described in simple, understandable language.

Technical advertising like this, in simple terms, has caused much favorable comment and has made the work of electrical contractors easier, when they come to talk over the job of house wiring with the householder.

Advertises an Actual Case of Co-operation to Dealers

The services of a manufacturer to his dealers does not end with an advertising campaign. This is the theme stressed in a trade paper advertisement of The Royal Tailors which is headed "How the dealer cashes in on Royal advertising."

Over the signature of the company's president, the advertisement cites the following incident of its dealer co-operation. A post-card inquiry requesting the name of the local dealer in Albany, N. Y., was received by the Chicago office. The company in reply thanked the writer for his interest and enclosed a card of introduction to its authorized resident dealer, Boyce & Milwain.

A copy of this reply was sent to the dealer to whom the company wrote. "This party has manifested his interest in Royal clothes, and we feel sure that if you hunt him up you will have little difficulty in making the sale." The correspondence continues with an acknowledgment from the dealer thanking the company for its co-operation and concludes by quoting the following note to The Royal Tailors. "The enclosed order is a direct result of your card of introduction. Thanks. Boyce & Milwain."

Pushing Private Brands

The following is an interesting quotation from one of a series of circulars, being published and distributed weekly by the Great Atlantic and Pacific Tea Company, Inc., to housewives under one-cent postage in an aggressive effort to attract trade to their stores and to their private brands. After listing some tempting special sales, item by item, this particular circular concluded with this admonition:

"While the A. & P. Stores carry practically every standard brand of nationally known groceries at a lowered price, the great dominating feature of its economy policy lies in the superlative products manufactured and produced in its own factories, under its own supervision—back of which it places its unlimited guarantee as to quality and values. You will recognize its products by the Red Circle enclosing the A. & P. trade-marks."—From the "Bulletin Published by National Wholesale Grocers' Association."

National Campaign for Alfalfa Account

A national advertising campaign in magazines and newspapers will be conducted by the California Alfalfa Products Company, Pasadena, Cal., which has placed its account with The Read-Miller Company, Los Angeles advertising agency.

Radio, San Francisco, has appointed H. Jacobson, Seattle as its representative in the State of Washington.

14, 1922

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Cheney Brothers Tell Why They Advertise in the All-Fiction Field

What Cheney Brothers

This is what Cheney Brothers told their dealers;

"LET us take you behind the scenes and tell you why we decided to advertise Cheney Cravats in the All-Fiction Field.

"Here is the largest single unit of advertising in the new Cheney Cravat campaign. These magazines are sold almost entirely at news-stands and stationery, drug and cigar stores in cities and towns, large and small.

"Now the man who buys magazines of this type at these places, is a good customer for haberdashery, as you know. He likes colorful neckties. In fact, he is more apt to be a several-ties purchaser than he is to buy one at a time.

"The power of these magazines runs over a period of months and sometimes years, and the number of readers perhaps is greater than of any other type of magazine."

Over 2,000,000 Circulation

All-Fiction

The Field of

ers Told Their Dealers

Ties for Regular Men

REAL men—men of active minds and vigorous bodies—look for that personal dash of color and snap in their neckwear that Cheney Cravats especially seem to supply.

Give your appearance that extra bit of personality that Cheney Cravats insure. Or buy them as gifts for your friends. You'll find them at your favorite store.



**CHENEY
CRAVATS**

Makers of Cheney Cravats and Ties, Cheney Silk and
Worsted Hosiery, Silk Mufflers, Handkerchiefs and Hats

CHENEY BROTHERS, 4TH AVENUE AT 18TH STREET, NEW YORK

irculation for \$2700 a Page

tion Field

of greatest Yield

Other National Advertisers Now Using The All-Fiction Field

Metropolitan Life Ins. Co.

E. I. DuPont De Nemours

Hupmobile

Cleveland Automobile

Lyon & Healy

Eveready Flashlight

Whiting-Adams Brushes

Kum-A-Part Cuff Buttons

Mint Products

Oliver Typewriter

Old Town Canoe

Pepsodent

Whittemore Brothers

Hood Rubber Products

Cheney Cravats

Forhan Company

Hind's Almond Cream

Chesterfield Cigarettes

Ingersoll Watch

P. F. Collier Books

American School

E. S. Wells

American Technical Society

Chicago Engineering Works

Michigan State Auto School

National Radio Institute

Colgate & Company

Eastman Kodak

American Chicle Company

Hallett & Davis Pianos

Romance Chocolates

Chevrolet Automobile

Munn & Company

Pohlsen Gift Shop

Sheaffer Pen

Wilkins Evertite Bags

Stevens Fire Arms

Brunswick-Balke-Collender

United Fruit Steamships

Gibson Mandolin

Walton School

Federal School

Mary T. Goldman

Earle E. Liederman

Quinn Conservatory

Slingerland School

Shipman-Ward

Taylor Instrument

Piso Company

Cornier Mfg. Co.

McLain Sanitarium

Bauer & Black

Catch-Phrases That Have Real Sales Significance

The Advertiser Is Becoming More Exacting in His Choice of Selling "Tags" That Are Supposed to Be Used Throughout the Life of the Campaign

By W. H. Heath

FOR a number of years the Standard Sanitary Mfg. Company advertised consistently, discovering, however, that continuity was exceedingly difficult, because of the character of the product. A special campaign had been conducted in behalf of kitchen sinks of a new and improved type.

Then came an inspirational catch-phrase that made the task easier and supplied the missing ingredient of continuity.

This phrase, as now used, is "Yard-stick high."

It was possible, pictorially and in basic ideas, to build consecutive themes around it, and to use it always as a sort of selling text.

At one time, the man installing the fixture was shown with the yard stick in hand, pointing out to an interested housewife, the wisdom of the idea. Then, again, the housewife herself was proving up the measurement as it applied to her own height. A child with building blocks visualized the catch-phrase.

Of recent years, catch-phrases, as commonly understood, have been in more or less disfavor. A concern using much outdoor advertising had been originally sold on the idea of a certain tricky catch-phrase. It seemed clever at the time, and was popular with everybody.

"Keep repeating it. Never allow the public to forget that sentence," had been its outside counsel.

Recently, the phrase has been abandoned. Not because it was not a rather catchy idea, with a certain amount of power in the message it delivered, but because the sales manager eventually came to the conclusion that the public eye and ear and consciousness was becoming weary of the repetition.

It had gone far enough. Other arguments, in favor of the product, equally necessary and convincing, had better claim to that display space. Why harp on the one thing all the while? A set phrase, if not exceedingly ingenious, can make even a change of illustration appear monotonous.

Nor was this conclusion on the part of the advertiser arrived at carelessly. Two sets of advertising campaigns and two sets of posters were tried out, experimentally. The advertising with an occasional change of catch-phrase was far more remunerative.

PALMOLIVE, ANOTHER INSTANCE

"Keep that School-girl Complexion" has been a profitable and popular slogan for Palmolive Soap. It was illustrated in a dozen different distinctive ways.

And the very character of the slogan permitted artists to interpret it with a constantly changing panorama of pleasant variations. In other words, the catch-phrase was so elastic that an entire campaign of diversified pictures could be hitched to it, thus freshening it up and preventing it from becoming in the least monotonous.

As good as it was, however, the Palmolive Company soon switched to a new sentence, believing that the old one had exhausted its possibilities and its power to hold the reader.

Why the traditional idea that a slogan must be retained forever and a day? Some, we grant, are quite excellent enough to justify this. Others are just as certainly not. A false sense of duty appears to impel advertisers to cling to a phrase that long ago ceased to be of much commercial value.

The modern advertiser does not

hesitate to change his catch phrases with the seasons, all the while seeking to make the newcomer better than anything that has gone before.

A prize was offered recently for the best catch phrase sent in by disinterested outsiders. Magazine and newspaper space was largely devoted to the exploitation of this contest. Three thousand or more slogans were submitted and the mood of the public was expressed in the majority of them. They were smart, clever, quick-witted, deft in their wording, but they were not sensible. They did not talk the reason-why brand of logic.

Someone in the organization, after prizes had been awarded, found the selling phrase that will be adopted. It was not a world-beater for ingenuity; it was no sparkling epigram, nor did it lilt and swing on the tip of the tongue. What it did do was forcefully and simply to bring out in a very few words the most vital sales argument connected with the product it advertised.

And this is the newer spirit in catch-phrases.

More power to them!

RESTRAINT IS A HIGHLY IMPORTANT QUALITY

The catch-phrase that is boastful, swaggering in its claims, noisy, overconfident, soon tires the eyes, the ears, and the senses. It finally becomes an affront, just as it is so human to dislike the individual who is forever going around proclaiming his own virtues. Modesty wears well; self-praise, heavily buttered, is likely to become unpopular.

"Taste the Taste" is a slogan used for potted meat. This is a smoothly worded comment on the flavor of the product. It does bring out an important story connected with the particular product and is therefore qualifiedly efficient; a rather good example of the sleek and shrewd phrase which also possesses valid selling sense.

"Makes the Foods You Like Best, Taste Better" is used for

Gulden's Mustard. Excellent. There is quite a long story, boiled down to a comparatively few words in this sentence. It is a piece of selling copy in itself and should certainly resist the wear and tear of years.

For Lipton's Teas the phrase is employed, "A Million Dollar Flavor." Curiosity is piqued. What can this mean? Many will never know the answer, although interesting campaigns have told it thoroughly. Sir Thomas spent more than a mere million to give this wonderful flavor to his tea. To read the narrative brings immediate conviction.

For years back, the popular idea in catch-phrases has been one of the clever dove-tailing of alert words; words that rhymed, words that had a double meaning, words of sharp verbal practices. The desire has seemed to be to create "smart" sayings rather than quietly sensible selling messages. And that is why so many of them have lost their power to hold their audiences.

The special province of a catch-phrase is to tell a story, or briefly to state a fact. They should constitute just one more selling unit in an advertising campaign. Mere cleverness is not sufficient justification for their existence.

Study these slogans for a moment:

"The Salt That's All Salt."

"Tse in Town, Honey."

"From Contented Cows."

"Ten Minutes from Shelf to Table."

"Steam-Cooked for Health—Pan Roasted for Flavor."

"Had Your Iron Today?"

"Pure Country Milk, with the Cream Left In."

"Good to the Last Drop."

"Uniformly Good Lemons."

There are modern ideas in catch-phrases in this list, many of exceptional merit.

James Wallen Appoints Merle James

Merle James has been appointed assistant to James Wallen, advertising copy and plans, East Aurora, N. Y.

PERSONALITY: *The sum of the qualities peculiar to a person or thing, distinguishing it from other persons or things*



Influence

A single article in Good Housekeeping can start a train of thought working that will influence every part of the country.

There was, for instance, a recent article on "Hard Water in the Home" prepared by the Department of Household Engineering of Good Housekeeping Institute and published in Good Housekeeping. What may seem to be a subject without any great importance actually deals with the most extensively used substance in the home and thus affects human comfort as well as bodily welfare. Furthermore, it affects heating systems, laundries, mills of many sorts, florists, hotels, hot-water heating systems, dyeing plants, etc.

Good Housekeeping Institute assigned its engineers to the task of making a special study of the subject and, in this article, submitted, among other things, that it was the duty of the municipality to soften its water supply.

As a result of that one article, several hundred inquiries poured in from every State in the Union, as well as Alaska and Cuba. There were inquiries also from Canada and Australia. And they are still coming in. Women and women's clubs asked for information for themselves and for use in securing action from the municipalities in which they lived. Cities came direct for help. And industrial concerns asked for advice.

Because of this article, it is apparent that the hard water situation is, for the first time, receiving the attention it deserves.

Which is proof again that Good Housekeeping promotes action that is widespread and influential.

GOOD HOUSEKEEPING

119 West Fortieth Street, New York City

INFLUENCE: *Is the inevitable result of personality*



Climbing the Hill

Work — hard and intelligent work — by the Advertising Department will *get* business, but to *hold* it a publisher must produce results. This is the explanation of our gratifying gain of 28% for 1922 over last year. Each paper shows a substantial increase.

All the time more advertisers are being educated, first-hand, to the advertising importance of the boy and girl, and their Buying-influence in the home. Through our TRIO a million desirable homes can be reached through their boys and girls. These are two good reasons why we should continue climbing.

Our new presses, now being built, will be installed in March.

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARMLOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Ronald C. Campbell, 326 W. Madison St., Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Getting the Most Out of Salesmen's Advance Cards

Elements That Make Them Helpful and Some Things to Avoid

CHAPPELOW ADVERTISING CO.

ST. LOUIS, MO.

Editor of PRINTERS' INK:

Will you kindly send me a list of articles that have appeared during the last year in either PRINTERS' INK or *Printers' Ink Monthly*, on the subject of Salesmen's Advance Cards?

CHAPPELOW ADVERTISING CO.,

NORMAN LEWIS.

IN a study of the methods of many concerns that use advance cards for salesmen, one fact stands out more prominently than most others, namely, the use of them should be more or less discretionary with the individual salesman. To force a man to use them who does not believe in them may sometimes prove to be a handicap and not a help. This difficulty crops up where one style of card, like a cartoon or a semi-humorous message, is adopted for the use of all the men on the staff. There are always one or two men whose relationship with their prospects or dealers is so dignified or conservative that a breezy or flippant message would be at complete variance with the salesman's personal attitude toward the customer. The salesman ought to have something to say about the nature of the advance cards sent out to his trade.

Salesmen's advance cards are in pretty general use and have been for a number of years. They vary in style from a plain postal-card announcement that "Our traveling representative, Mr. Jones, will call on you about January 15" to the elaborately designed card of a clothing concern illustrated with a photograph of the salesman clad in one of the company's latest suits. In addition to a brief message that the salesman will call on a certain date this card also bears a three months' calendar covering the period during which the salesman is on the road.

Recapitulating the objections to the use of advance cards, one most frequently met is that dealers who

receive them pay little attention to them because they receive so many. Another objection is that they frequently prove to be "warning" cards tipping off prospects when to be busy or out of town so as to miss the salesman's call, and, in the case of dealers, giving them an opportunity to think up objections to the salesman's solicitation.

All the arguments in favor of them are contingent upon the salesman being a good salesman and popular with his trade. Unpopular salesmen, or those who for some special reason have become *persona non grata* with their trade, are not apt to find advance cards helpful. There are other occasions also where such cards may be omitted, as in the case of dealers who imagine they have a grudge against the house.

Those concerns who find the practice advantageous say that cards which are something more than a mere notice are most effective, as when the card is made in the form of a blotter or is combined with a checking list so the dealer may go over his stock in advance of the salesman's call. Other desirable elements are timeliness in the message, a certain amount of snappiness in get-up, and an occasional change in the form and general appearance.

A list of articles on this subject that have appeared in PRINTERS' INK publications from time to time is appended.—[Ed. PRINTERS' INK.]

(*Printers' Ink Monthly*)

Tying Up Advance Cards with Advertised Specials; July, 1922; page 42.

Do Your Salesmen Use Advance Cards?; July, 1921; page 68.

Advance Cards That Put Life into Salesmen's Routes; October, 1920; page 116.

(PRINTERS' INK)

Seventeen Ways of Covering a Territory without Salesmen; Mar. 2, 1922; page 25.

Liven Up Your Advance Calling Cards; March 13, 1919; page 137.

The Salesmen's Advance Card as a Factor in Advertising; June 8, 1916; page 61.

How Dennison Determines What Part of Line Shall Be Pushed

Committee Is Able to Tell, Also, Quantities to Be Made Up Each Year

By H. Feldman

[EDITORIAL NOTE: The first instalment of this article appeared in *PRINTERS' INK*, November 30, page 149.]

SINCE planning in advance is practised in other businesses, the following schedule of the 1923 Christmas line is given to show the bold decisiveness of the Dennison programme. The reader should bear in mind that this is the actual plan:

April 1, 1921—The holiday committee began to assemble sketches and new designs for the 1923 Christmas line.

September 24, 1921—A meeting of this committee was held to decide on the full line.

October 24, 1921—This line was submitted to the main merchandise committee for its suggestions and approval and thus the styles settled finally.

February 1, 1922—The full order for every item in the 1923 Christmas line was approved and submitted to the factory, as a basis for immediately preparing facilities if it needed them and for the purchase of materials.

Planning August 1, 1922—By this time every die should have been made and a full sample layout ready.

October 15, 1922—Price list layout will be ready.

November 15, 1922—The line will be launched—that is forwarded to salesmen for submission to customers—immediately after December 25, 1922.

As similar planning is carried out with respect to the other goods under the holiday committee, such as the spring lines, why and how the firm can sell so far in advance becomes a matter of importance. It should be remembered that if some very good reason for changing the schedule should exist,

nothing in the plan prevents reconsideration.

The yearly estimates for each stock item are made long in advance of the year in which they are to be manufactured. The actual detail schedule, however, is usually for a period of three months ahead, though in some items four and five months must be the minimum period. This is done first through the merchandise committees but must be approved by the factory departments.

The reader will recall that the five merchandise committees are the jewelers', the crepe, the dealers', the holiday and the consumers'. Each of these is headed by a chairman who has come up from the ranks of successful salesmen and must be out in the field at least half of each month. Another man on the committee is usually chosen for being primarily creative in nature. Four others on the committee represent sales and factory departments interested in the product. These committees really prepare all the data on which the main merchandise committee makes its decisions as to particular lines.

Leaving out the holiday committee's scheduling, which has been taken up, the procedure in the case of the other committees is substantially as follows:

SCEDULING MERCHANDISE DEMANDS

Certain schedule books are submitted to the chairmen of the merchandise committees in the beginning of each month. These books contain all the necessary facts concerning the item, including the yearly allotment, the amount sold so far, the amount sold last year, etc. With this in mind the chairman tentatively schedules the amount he will need

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Are you using YOUR Strathmore

D u m m y S t a t i o n ?

TO make sure that your folders and booklets turn out right, start them with dummies that are right—right as to color, stock, and size.

You'll get more harmonious color schemes; more balanced page arrangements. You'll be able to order drawings and engravings to suit the texture of the paper. And you'll have sizes that cut economically out of the sheet. Every Strathmore agent is a dummy station. That is, he maintains a Strathmore Sample Cabinet, containing sample sheets of all Strathmore Expressive Papers. Just phone him, or have your printer phone him, what you are planning, and he will deliver either sheets or assembled dummies. No charge or obligation.

STRATHMORE PAPER COMPANY
MITTINEAGUE, MASS., U. S. A.

STRATHMORE

Expressive Papers





IT WAS the mission of the folder pictured above to prove by an actual trip from Detroit to London and back that Foldwell Coated Paper is the ideal stock for fine mailing pieces. How splendidly this mission was filled is interestingly told in the accompanying letter which we urge you to read.

This folder is one of the 17,000 sent to all parts of the world during the famous Foldwell travel test—the test which produced exhaustive

evidence that mailing pieces printed on Foldwell are sure to arrive whole and unbroken, free from travel wear—and with a vigorous appeal.

In our advertising during the year we have presented as much of this evidence as possible. But far more remains—and with this advertisement we invite those who want to know of other romantic and amazing Foldwell trips to write for our printed compilation—"Forty Vital Messages."

CHICAGO PAPER COMPANY, Manufacturers
Desk 12, 810 South Wells Street, Chicago

Distributors
in all
Principal Cities

Foldwell

Coated Book Paper
Coated Cover Paper
Coated Writing Paper

three months from the date. That is, on January 1 he would put in his order for the month of March, on February 1 for the month of April, etc. The middle month had already been scheduled, but he can usually secure a modification if his requirements should prove to be different. For the current month no change is permissible. In some cases he must schedule four or five months ahead because the goods cannot be produced in time otherwise.

Immediately after the tentative scheduling by the chairman of the subordinate merchandise committee, the schedule books are sent to the factory departments concerned to see if they can accept the production programme involved. If the factory department agrees, the schedule becomes settled. If some condition in the factory makes the factory department request a modification, the schedule must be revised jointly. Among the conditions which the factory may complain of are too much work and too little work. It may demand more stock goods to keep its force busy although the sales department may not need so much on hand. Or, it may refuse to try to do so much for fear of being idle later. It may also refuse to make an uneconomical run and want to hold up orders until more can be scheduled.

To insure the co-operation and joint responsibility of sales and production in these cases, what might be called an "impartial chairman" exists, with the title of assistant to the factory manager, who is in charge of the merchandise information office in the warehouse department. It is his duty to see that schedule books go out to the chairmen of the merchandise committees on the first day of the month, to the factory division superintendents on the seventh day, and that agreement is reached by the two departments by the ninth day. He is responsible for any discrepancies, such as the ordering of too much goods at any time, the overstepping of the yearly allotment, the diminution of reserves of stock to a danger point, etc. While he has no power

of decision himself, it is his duty to see that the two sides to the scheduling process act in conformity with the regulations. This is enforced by very strict and effective procedure, requiring the chairman or sub-chairman of each of the merchandise committees to visit the merchandise information office at least once a week in order to consider the stock records in conjunction with the special clerk assigned to each of the committees. This enforced weekly conference leads to the mutual education of both the clerk and the chairman, since the clerk learns of approaching sales campaigns that will make the apparent surplus of stock a shortage; while the chairman learns of other conditions concerning which he had no inkling. The schedule is thus made up more intelligently at the end of each month.

MAKES FOR REGULARITY OF PRODUCTION

The results of this co-ordination are many, not the least of which is the elimination of those conditions which cause irregularity of production and of employment. A special method used is the manufacture of stock items when the factory is slack otherwise.

To keep the factory busy, orders for goods during the depression were taken without any profit; or with slight profit. In addition, the manufacture of stock items long in advance of their need was devised. The objects selected were those with low material content and high labor content. An excellent illustration is jewelers' price tags, which are tiny cardboard bits with a piece of string drawn through them. Although the company at one time accumulated a nine-months' supply, the storage space was small, the amount invested in raw materials was inconsiderable and the risk of loss slight.

It is obvious that a firm which schedules ahead so boldly must have considerable confidence in the ability of its sales organization to carry out the preconceived moves. It is a certainty that without such

a partnership, scheduling would prove a much less important force. As the sales organization of the Dennison company does usually execute the plans adopted and sells what it is told to sell in order to balance the factory, the technique of sales management is worth careful study and emulation.

The company does not rely upon jobbers, middlemen and wholesalers. Its line is too varied and even in foreign trade it emancipates itself from agencies and establishes its own sales force.

The United States and Canada are divided into twenty-eight sales districts under as many managers and with nearly 300 salesmen. Four supervisors at the home office divide jurisdiction over these twenty-eight districts, each having one or more in various parts of the country so that he may preserve a thoroughly national point of view concerning the demand for the products of the firm and in order to set quotas more fairly.

Salesmen are paid on a salary

basis, with the requirement that they meet certain quotas, unless on experimental work. The payment of commissions would be a serious handicap to the business by diminishing the responsiveness of the salesmen to the constant changes in lines, delivery, etc., and would cause some friction when territories are cut and readjustments made in line with more intensive salesmanship during depressions. The payment of salesmen on a salary basis thus adds to loyalty and makes for flexibility, allowing free rein to home office direction.

One of the important elements in sales operation is the education of the salesmen in the problems of the concern and the ideals behind its policies. In addition, intensive training to secure professional skill is carried on. Each district manager visits the home office twice a year—one occasion being the annual convention and the second a special week's sojourn for general contact. Similarly, the attempt is made to give every employee in the field a



W.S.HILL Company

Complete ADVERTISING Service

*Research
Merchandising Plans
Magazines
Newspapers
Painted Bulletins*

*Posters
Trade Paper Copy
Window and Store Display
Trade Mailings
House Organs*

*8 West 40th St
NEW YORK*

*Vandergrift Bldg
PITTSBURGH*

ONE HUNDRED THOUSAND OPPORTUNITIES



TRY as we will we cannot escape the influence of intangible things. Even though the name at the head of the letter be one that carries weight in the commercial world, if the heading is badly arranged and poorly printed, and the paper without distinction or individuality, there is at the very least a feeling of disappointment. Why does such a house use *such* paper, is the comment of the unconscious mind.

But if the house is unknown to us, then we give it all the odium its careless choice of paper deserves. Cheap, is our comment, when really it is not cheap, but only indifferent.

The house that writes a hundred thousand letters a year has one hundred thousand opportunities for subtle but powerful advertising.

100% selected new rag stock

121 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS



It is our wish that you, like the Three Wise Men of the East, have reached the goal you have sought during the past twelvemonth and that this Christmas season finds you aglow with the spirit of happiness and the satisfaction that comes from work well done. And may the coming year bring with it a still greater measure of success and prosperity.

ROBERT SMITH COMPANY
Lansing Michigan



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glimpse of the factory. As a consequence of very carefully prepared instruction, bonuses and special financial rewards are not necessary to induce the best efforts of the salesmen when there is need for some special activity, and they respond to the sales contests splendidly enabling the factory to keep demand even and thus to regularize production. Weekly reports and special bulletins keep a mutuality of information among home and field employees and serve to encourage those who are falling behind. Weekly delivery sheets tell the salesman how far ahead the factory is promised and thus give him accurate knowledge as to the delivery he can promise to his customers. The wide variety of lines has resulted in a specialization of salesmen so that some handle only jewelry trade, some dealers' goods and others consumers'; but even among these a salesman may be given only a few customers. This makes a salesman a specialist in a certain line.

One of the contributions to current sales research is the experimental work being carried on by the Dennison company in the application of scientific management to sales operation.

This may seem theoretical, as the "Taylor system" was worked out and applied particularly to factory conditions. Its essence, however, is a method of approach to the problems of management, and its basic principles have application to many industrial problems. The Dennison company's work so far seems to indicate that the Taylor approach is as likely to lead to increased production of sales as it did to the increased production of goods in the factory.

The beginning was the analysis of how the salesman actually spends his time; and actual time study showed that the following facts were approximately true in the districts where the study was made:

Forty per cent—traveling.

Fifteen to 20 per cent—waiting.

Twenty-five per cent—clerical and other miscellaneous work.

Fifteen per cent—actual selling.

Further study showed that this

distribution was not due to individual inefficiency but inherently to the absence of the overhead planning which would relieve the salesman of certain elements in his work. Something similar to functional foremanship, route sheets, standard practice sheets, etc., was then worked out for the districts where the experiments are being undertaken. In these districts one who sees a salesman standing in mid-sidewalk, brief case between knees, consulting a memorandum book and occasionally looking up to the skies to decide which way he should go and whom he should see, is not looking at a Dennison salesman, for they keep him stepping along in this fashion:

A city salesman arrives at the district office in the morning and finds that there are laid out for him a batch of report slips arranged in geographical order, routing him for the whole morning. Samples of merchandise that the particular customers will require and other information needed to sell these customers are also laid out, and he at once starts on his route, hoping to complete the assignments by noon. At one o'clock he gets an additional batch of orders similarly prepared and he is off for the afternoon route. He has the minimum clerical work because the forms were scientifically prepared and extra clerical workers were given to the district office in order that he might be relieved of some of the duties he had before. He spends less time in traveling because his route is laid out more carefully.

The functionalizing of planning and research in the sales division has also resulted in much more intensive and thorough analysis of sales responsibilities. A careful study of the buying possibilities of each trade is being made. All trades have been included within 172 groups. In about half of these a study has already been made (1) of the items already being purchased and why and (2) of the processes of the industry which might make use of one or more of the Dennison items. The purpose will be

to get all the firms in a trade to buy the full number of items being used by any of the various firms in that trade and to discover the possibilities of selling additional items. The analysis of each of these trades requires from one to five typewritten pages. The sheets are mimeographed and collated and ultimately will be the basis for intensive salesmanship. At present they are used in limited areas.

The next step to be taken in the experimental districts is a thorough analysis of each trade existing there. This will be done both at headquarters, through the use of various business indexes giving the names of all firms in the country, and locally, through the salesmen. In each district tickler files will then be set up, as they are now in most cases, which will aid in the anticipation of needs, and in securing orders in advance.

From what has gone before, it has been evident that seasonal irregularity has been reduced to a minimum through the whole sys-

tem of sales engineering and control, operating as a sort of automatic shifting of ballast whenever the ship begins to lean to one side.

In studying the cause for the seasonal use of some of its goods, the company found that this was largely a matter of custom in many instances and that both the dealer and the consumer must be educated to make a fuller use of the products. It found, however, that this was a long process and has carried out its policy consistently for many years.

Without such education the discoveries and experiments of the merchandise committee would be of slight avail. The dealer would refuse to display the goods or the customer would find obstacles in purchasing them. The company is committed to the policy of helping the dealer move his goods off the shelf, a policy that every progressive firm dealing with the retail trade will find very expedient.

The campaign for aggressive, alert retail policies begins with

The KNIT GOODS GROUP

*Knitted Fabrics
Apparel*

*The
Underwear & Hosiery
Review*

*Sweater News
and
Knitted Outerwear*

The Journals of the Knit Goods Trade

Published monthly

by

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.

ADVERTISING

Obtaining Fair Prices

TWO articles of equal merit are sold at prices which differ widely.

IF the higher priced—because of reputation, length of standing in its field, or strength in its sales organization—is able to maintain its volume of sales, it is obvious that the producer of the lower priced is being penalized.

Such a penalty may prop-

erly be classed as a selling cost, and should be weighed in the same scale as any other expense.

National advertising which forces consumer attention to the real merit of a product, has assisted many manufacturers in obtaining fair prices.

THE MOSS-CHASE CO., Niagara Life Building, Buffalo, N. Y.

MOSS-CHASE





WHITE AS SNOW



SOME papers—even some bond papers—are whiter than others. Danish Bond is as white as the driven snow.

From many hundred feet underground comes pure artesian water to make Danish Bond so white. Clean, new rags make it strong, durable, and give it that snap and crackle that a first-class bond paper should have. Good paper-making adds permanency, careful finishing, a good surface for either typewriting or printing.

Made in white and ten distinctive colors. An estimate from your printer will prove that it is neither too high nor too low in price. Call him up.

DANISH LINEN
DANISH LEDGER

DANISH KASHMIR COVER
DANISH INDEX BRISTOL
DANISH MANUSCRIPT COVER

A high quality rag paper at a business man's price.

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. RISING PAPER CO., Housatonic, Massachusetts

the Dennison salesman, who is coached to be a sort of advisor to the stores he deals with, aiding them to display and sell his line. In addition, special research is carried on and the results written up in pamphlets which are sent out to the retailers. And third, through four retail service stores conducted by the company and through service girls in each district, direct aid is given to any retailer by coaching his clerks in the art of selling and helping his customers to learn the manifold uses of Dennison products, such as crepe, sealing wax, etc.

Statistics for 1921 show that in six months the service bureaus of the four stores answered over 8,000 letters asking about the decorative possibilities of the Dennison lines and gave out more than 13,000 sketches. During the same period, personal instruction was given in the stores to more than 50,000 people, including classes from universities, etc. About a million and a half people visit the stores every year, according to the firm's estimate.

The fact that the four stores are located in the big cities and personal visit is limited to only certain areas has resulted in the training of district service girls, who travel around to the various towns in their districts for the purpose of aiding the dealer and conducting classes in the use of the products. They interest school boards, women's clubs, etc., and secure valuable publicity. The free service to consumers is very liberal; for example, one interested can secure ideas for a hundred costumes in a parade, free of charge.

The phenomenal success of the company in securing orders well in advance will now be more clearly understood in the light of the many policies already explained. The Christmas line is launched on November 15 of the year before and 65 per cent of it sold by the following July 1. Other lines are sold equally far ahead. This applies to the sale of goods to merchants and others who use the goods themselves as well as to dealers. Thus, the Christmas decorations and the

window trims of a large chain of grocery stores is usually gotten in April.

Among the many reasons for this success in securing orders ahead there is one very simple explanation: plain salesmanship. By trying long enough, the men secured a certain minimum amount of the orders of various customers long in advance of need. This is mentioned merely to show that one can never tell what is possible until a trial is made. Furthermore, success is based on years of persistent education of the dealer. But these are not the fundamental reasons.

It should be recalled that the Dennison policy of stabilized growth has frequently resulted in the necessity for refusing orders. This meant also that some dealers would have to be rationed and that they could not secure the full amount they wished. This, during boom times, was an excellent discipline, and the salesman could offer the advantage of a full line, prompter shipment and other advantages if the dealer would order early. In actual salesmanship the dealer was told that the proper time to order was while the line was still fresh in his mind and he knew what he actually had left over. Moreover, he was given a very liberal credit advantage. Christmas goods sold before August 1 and shipped when ready are not billed at once but post-dated to December 1. Likewise, spring holiday lines are shipped after November 15 of the previous year but are post-dated February 1. The customer is protected against changes in price. If the price becomes higher he gets the old price. If prices become lower he gets the lower price. Furthermore, the confidence of the dealer has been secured and he does not feel that he is taking a great risk on these goods.

These are some of the methods by which sales can be predicted with comparative safety and the whole course of the firm charted on that basis. It makes it possible to produce regularly, to employ regularly and to avoid the pitfalls of instability.

In Celebration of "Printers' Ink Monthly's" Third Year

SOUTH BEND "NEWS-TIMES"

SOUTH BEND, IND., NOV. 23, 1922.

Editor of PRINTERS' INK:

I have looked over carefully *Printers' Ink Monthly* of November and I want to congratulate those responsible for this monument which you have built in the short space of three years.

It started good and has kept getting better all the time. You should feel very proud of your success and we who were the first advertisers in *Printer's Ink Monthly* are glad to have helped in it christening.

SOUTH BEND "NEWS-TIMES."

J. M. STEPHENSON,
Publisher.

NATIONAL REGISTER PUBLISHING CO.
INC.

NEW YORK, N. Y., NOV. 24, 1922.

Editor of PRINTERS' INK:

I want to acknowledge the receipt of your third anniversary number of *Printers' Ink Monthly*. You have certainly made wonderful strides with this publication and should be intensely proud of it. I wish you the utmost success.

NATIONAL REGISTER PUBLISHING
COMPANY.

R. W. FERREL,
Manager.

ASSOCIATED ARTISTS OF PHILADELPHIA
PHILADELPHIA, PA., NOV. 27, 1922.

Editor of PRINTERS' INK:

Thanks for the birthday number of *Printers' Ink Monthly*. Accept our congratulations. It's a wonderful number and a mighty big three-year-old.

ASSOCIATED ARTISTS OF
PHILADELPHIA.

ARTHUR N. EDROP,
Art Director.

Will Advertise New Indoor Golf Game

The Putt-Putt Company, Chicago, has placed its advertising account with the Wells-Ollendorf Company, Chicago advertising agency. The Putt-Putt Company manufactures a new indoor golf game in which regulation golf balls and a putter are used. Golfing and general publications are being used for this account.

Will Advertise in Business Publications

An advertising campaign in business publications will be conducted by the Atlas Trading & Manufacturing Company, maker and distributor of the Bertrand Reamer. This account has been placed with Smith & Ferris, Los Angeles advertising agency.

G r o w t h ! !

¶ Folks who are "in the know" tell us that the growth of THE ROTARIAN as a national advertising medium has been phenomenal.

¶ Right through the war period and the advertising slump that followed THE ROTARIAN has grown in prestige and gained in volume of advertising lineage. There must be a reason for this—such things don't just happen.

¶ The reason is simple—THE ROTARIAN has made good!

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO
Great Britain
Thos. Stephenson 910 So. Michigan Blvd., Chicago
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager
Frank R. Jennings

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International

May '21 *

June

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Jan. '22

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*Coué is right:
Every day, in
every way, we
are getting
better and
better.*

Hearst's International

A LIBERAL EDUCATION

Norman Hapgood

Richard H. Waldo

EDITOR

PUBLISHER

119 W. 40th ST. NEW YORK

*The name was changed to

Hearst's INTERNATIONAL

just 20 months ago



Space is
opportunity.
Good copy
is fulfilment.

John O Powers Co

50 E 42nd St New York

Advertising

Teaching Consumers to Buy Eggs by Government Grade

Hastening the Adoption of Standardized Egg Grades, the Dominion Live Stock Branch Enlists, through Advertising, the Assistance of the Public

IT was learned years ago by concerns which, in making the discovery, became national advertisers, that a very simple way to sell the grocer was first to sell the consumer. Let it become evident to the grocer that a goodly proportion of his customers wanted to buy a certain product, and the grocer was instantly progressive—he wanted to stock it.

The same principle can be applied to an idea to be sold the grocer, as well as to a product. That is the truth on which the Dominion Live Stock Branch, Canadian Department of Agriculture, is working at present, using big space in newspapers and other mediums. The idea which, indirectly, the Live Stock Branch seeks to sell the grocer is this: it will pay him to sell eggs graded according to government standards.

In the past, the grocer has been exceedingly slow to accept the idea. Now the Live Stock Branch is out to persuade him through the device of many customers who ask for government graded eggs.

In Canada, the situation which has existed in egg retailing has had a counterpart in this country. When it comes to describing eggs they have for sale, many dealers are word wizards. "Fresh from the Farm," "New-Laid," "Strictly Fresh," "First-Class Eggs," and similar descriptions are used so

promiscuously that many consumers are confused, when it comes to buying eggs. "Strictly fresh" at one store is found to mean exactly that; at the next, it certainly means something else, for, to the housekeeper's indigna-

Eggs Contain the "Vitamines" Needed for Health and Strength



NO food is more wholesome or more healthful than a good, fresh egg. As laid by the busy little hen, it is perfect. Not only does it contain all the ordinary food elements needed to make up for the wear and tear of human body, but it is, with milk, an outstanding example of a food which contains the vitamins necessary to stimulate growth and build the power of resistance against disease.

The vitamins principally concerned with growth and repair are contained in the yolk of the egg. They are like the master builders. They stimulate the activity which converts the food we eat into flesh and blood to repair waste and provide material for growth.

New Energy and Vim

The white of the egg contains the vitamins which fortify our blood against the attacks of disease. They put energy and vim into the white corpuscles of the blood—that army of little soldiers whose duty it

is to destroy the hosts of invading disease germs which are constantly finding entrance. Thanks to the white corpuscles, they are repelled as long as we take sufficient vitamins with our food. Eggs supply these vitamins in the exact proportion nature requires. It follows that plenty of eggs in the diet will build up the health and strength of boys and girls, and men and women. Fortification for brain, muscle, blood, bone, nerves, glands and vital organs is contained in good, fresh eggs—in plain, digestible and convenient form.

Eat More Eggs

Ask your grocer for graded eggs, and be sure that they come out of a container marked "specials," "extras," "firsts," or "seconds."

Dominion Live Stock Branch, Department of Agriculture, Ottawa

An Egg A Day

GRADED—SPECIALS, EXTRAS, FIRSTS OR SECONDS

CANADIANS TAKE AN EDUCATIONAL COURSE IN THE PURCHASE OF EGGS

tion, the yolks break and run—a certain sign of age.

The condition benefits nobody in the long run. Indubitably it tends sharply to reduce the consumption of eggs. It is the cause of a great deal of dissatisfaction among consumers and on the other hand operates to reduce the profits of egg producers.

Standard egg grades are nothing new. The trouble has been to get them used, and especially to get them used by the country shipper and the retailer. The Dominion Live Stock Branch, in its work on behalf of egg producers, saw a strategic method for correcting this condition and stimulating the consumption of eggs. The present educational campaign is the result.

A typical advertisement four columns by fourteen inches, has a large sketch at the top showing a woman in conversation with a grocer. The message is headed, "I Want to Buy Eggs According to Grade." It continues:

"Yes, Mr. Brown, I think you should sell graded eggs. Other grocers do. Eggs for export are graded. Why can't you sell your eggs that way? I want to buy eggs according to grade."

"What is the difference, Mrs. Holmes? I get all my eggs fresh from the country."

"They may be fresh from the country, but sometimes I get one or two out of a dozen that are anything but fresh when they get to me. Why don't you sell graded eggs?"

"Well, I have never thought about it.

I sell them just as I get them. I guess I could handle them—if there was any demand for graded eggs."

"Some of my friends have been buying eggs according to grade for a long time, Mr. Brown. Many dealers grade their eggs now. If you want to hold your customers, you should do the same. It is only fair. Unless eggs are sold according to standard grades it is impossible to know what one is getting."

"Well, Mrs. Holmes, I'll buy some eggs according to grade and sell them that way."

"Thank you, Mr. Brown; I think you'll be glad I suggested the matter to you. It is a real need."

The message closed with a "Note to the Public," being an excerpt from the Live Stock Products Act forbidding the displaying for sale of eggs as a stated government grade unless they were equal to or better than that grade. At the foot was a slogan adopted for the campaign, "An Egg a Day," in large type, and the line beneath, "Graded—Specials, Extras, Firsts or Seconds."

One large advertisement got right at the housekeeper's perplexity with the heading, "Why Are Good Eggs So Hard to Get?" A

MOORE'S LIMITED operate a chain of ten drug stores in the City of Toronto. They subscribe for a copy of *Druggists' Weekly* for each store, also for their warehouse. The President, W. P. Moore, states: "We all think a great deal of *Druggists' Weekly*. It is used regularly in all our stores. We have always found the prices reliable and they are a great help to us. Personally, I have not much time for reading, but I always manage to go through the 'Weekly.' There was an American publication which I used to go through carefully each week, but I now give to *Druggists' Weekly* the attention which I gave formerly to the magazine from the States. *Druggists' Weekly* is certainly a very helpful publication."

DRUGGISTS' WEEKLY is the only A. B. C. drug publication in Canada.

DRUGGISTS' WEEKLY is the only weekly drug publication in Canada.

Druggists' Weekly

153 University Avenue, Toronto, Canada

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770,000 CLUB MEMBERS

It is reasonable to suppose that manufacturers and merchants can sell more merchandise to members of active organizations than they can sell with the same effort to any unorganized group.

Sales appeals in COLUMBIA reach active clubmen when they are especially receptive to suggestions made through their own magazine—through

COLUMBIA

*National Monthly Published by Knights of Columbus
for 770,000 Knights and their Families*

WARREN KELLY

Advertising Director, 25 West 43rd Street, New York

A. T. SEARS, Western Representative
Peoples Gas Building, Chicago, Ill.

NEW ENGLAND OFFICE
Little Bldg., Boston, Mass.

Influenced the Greatest Number of Grocers



International Grocer Pub. Co.,
202 South State St.,
Chicago, Illinois.

Gentlemen:-

After carefully checking up all inquiries from our recent advertising campaign pertaining to the contest which we conducted among the Grocers in the United States, we are pleased to inform you that your publication has the honor of influencing the largest number of grocers to enter the contest and we are therefore, enclosing our check for \$100.00 as per our offer to pay the Trade Paper \$100.00 which had the largest number of inquiries.

With kindest personal regards, we are

Yours very truly,
SKINNER MANUFACTURING COMPANY.

E. B. Ray
Sales Department

ERN:ML

To reach the grocers of the Central West use the

INTERNATIONAL GROCER

Century Bldg., Chicago

Representatives
G. Logan Payne Co.
Payne-Burns & Smith

Rates
1 Page, \$125—12 Pages, \$100
Less Agency and Cash Discount

Nov. 14 1922.
over 20 papers used

daughter observes to her mother, "It can't be done; I've tried all the varieties of 'Strictly Fresh,' 'New Laid,' etc., etc., but I cannot depend on them at all."

"The old story," observed the advertisement, "and repeated daily in thousands of Canadian homes. The egg of quality, for which there is a natural demand and eager desire, is hard to obtain."

"There is a solution, and it rests with the consumer to demand eggs that are graded according to the Government standard grades."

While educating the consumer to call for eggs by government grade, the Live Stock Branch does not miss the opportunity to advertise the food merits of eggs. In fact, in some of the advertisements, food value is the principal note, buying by government grade being a secondary idea brought in toward the end of the message. A typical piece of food value copy, under the head, "A Universal Food," ran:

Few people realize how large a share of the world's food supply is provided by the hen. Eggs serve as human food the world over, and the variety of dishes in which eggs are included is well-nigh infinite. In Europe, Asia, darkest Africa, America—among civilized nations and barbarous people alike—eggs have been an important item in the food of mankind since history began. Their value as nourishment ranks even ahead of milk. They contain all the elements needed by the human body for energy, growth and repair. Eggs contain the vitamins necessary to life and health.

Eggs are easy to digest, easy to cook and prepare. Use more eggs—eggs on the table, eggs in puddings, cake and custards, but make sure that you ask for graded eggs.

This advertisement gave half a dozen different ways of preparing eggs.

The advertising of the Dominion Live Stock Branch works way back, in its results, to the farm, undermining the unfair, but prevalent, case count system. Under the case count system, the grocery store, traveling egg buyer, or other shipper buying from the farmer, pays a set price per dozen, irrespective of size, color, age or other qualities of the eggs he picks up. This system encourages all sorts of petty dishonesties by the producer. It discourages the

careful producer, because he gets paid no better than his neighbor, whose eggs are of inferior quality.

Many of these "case count" eggs go ungraded way through to the retailer, as with the grocer Brown of the quoted advertisement, and are sold by him "case count."

With consumers demanding eggs by named government grades, the Dominion Live Stock Branch figures the retailer will be won over to the system, in turn he will win his sources over to it, and the buying of eggs by government grade will get back to the individual producer, with the producers of high quality eggs getting what is due them for their pains.

Advertising Would Boost American Trade in Europe

American trade in canned goods can be developed considerably in European countries provided advertising campaigns are undertaken along lines followed by the co-operative associations in the United States, according to a report from Special Agent Alfred F. Dennis, to the Foodstuffs Division of the Department of Commerce. He points out that such campaigns would be a matter of considerable time and expense and could only be carried on through the co-operative efforts of American canners' associations.

The report states that American tinned meats, unsweetened condensed milk and California syrup fruits enjoy a reputation for excellence in all the principal European markets.

Six New Accounts with Cincinnati Agency

The C. R. Hill Metals & Smelting Company, the Amor Jewelry Company, the Rahe Auto & Tractor School, and the Eureka Radio Manufacturing Company, all of Cincinnati; the Delaware Brass Company, Delaware, O.; the Regent Brass Foundry Company, Marysville, O., and the Atlas Foundry, Bellefontaine, O., have placed their advertising accounts with the Washburne-Flarsheim Company, Cincinnati advertising agency.

Otis Beeman, recently with the Arkin Advertisers Service, Chicago, is now advertising manager for the Advance Automobile Accessories Corporation, also of Chicago.

Harold K. Bement, formerly with the Ronald Press & Advertising Agency, Ltd., Montreal, is now with the David J. Malloy Company, Chicago.

Coupon Redemption Follows the Social Scale

An investigation made in Richmond, Va., and Albany, N. Y., showed that a certain soap coupon that was distributed from house to house, redeemable at retail grocers for one unit with the purchase of another, was redeemed by twice as great a proportion of women of the "C" and "D" as of the "A" and "B" classes. That is, in the case of each of these two couponings, women below the middle class redeemed twice as many coupons as those of the middle and wealthy classes. The investigation also brought out the fact that as we descend in the economic and social scale the effectiveness of house-to-house couponing in general becomes greater. At a certain point, of course, we reach a class of people of extreme shiftlessness, with which this rule may not always apply.

The inadvisability of couponing from house to house in sections where there are many maids is obvious. The much greater cost of couponing even in middle class sections where there are few maids than in sections of the "C" and "D" type also is apparent.—From the J. Walter Thompson "News Bulletin."

Clemenceau's Visit Used to Identify Olive Oil

The value of the timely current event appeal in copy is possibly too apparent. Occasionally it is so obvious that it is either overlooked or appraised at less

than its true worth. Every manufacturer who can possibly do so establishes a holiday tie-up for his products at the proper season. The opening of the opera, the horse and automobile shows, elections and important athletic events are invariably made of advertising significance. Equally valuable current event tie-ups are frequently neglected.

To the manufacturer of a product even distantly connected with France the recent visit of Georges Clemenceau to the United States was not without its advertising possibilities. With every newspaper in the city devoting columns to "The Tiger" during his Chicago visit, the Old Monk Olive Oil Company of Nice, France, through its Chicago office, capitalized the opportunity to identify "Old Monk" as an imported olive oil. The problem of establishing its product as imported has always been a vexatious one in a field where imported and domestic oils are readily confused. Using the single word "Clemenceau" as an attention-getter, the company reproduced a diploma awarded it by the Syndicat des Propriétaires d'Oliveraies of Nice, France.

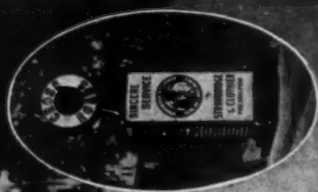
Will Advertise to Industrial Executives

The Arex Company, Chicago, industrial ventilating engineers, has placed its advertising with George J. Kirk-gasser & Company, Chicago agency. A campaign to reach industrial executives is planned for 1923.

Wanted—An Unconventional Copy and Contact Man

A fellow who smiles when he reads another one of those "Science has discovered another way" headlines; who thinks that Big Ben is good advertising; can write a plan and present it to the client and bring it back Okehed. The salary is "big time"—and the agency is a fast-growing one in an Eastern city of something like a half million. A good long letter and samples should be addressed to "F. N.," Box 171, care of Printers' Ink.

Highway Lighthouses



Direct Advertising to Motorists in Preferred Position

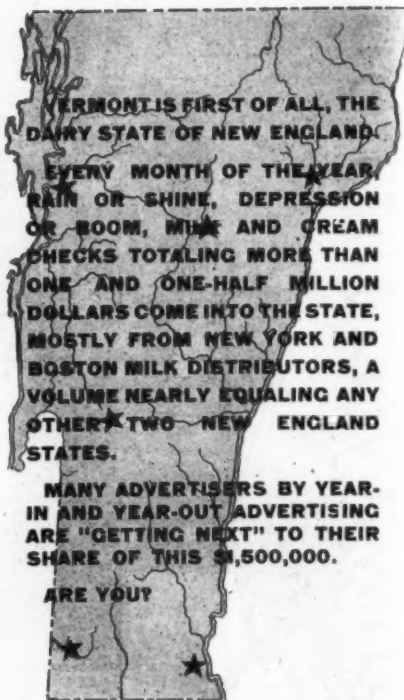
Get the facts from **HIGHWAY LIGHTHOUSE CO., Elizabeth, N.J.**

Reverse Face

Vermont's Dairy Leadership



*Sign
Posts
of
Buying
Power
No. 2*



Vermont Allied Dailies

Barre Times, Brattleboro Reformer, Bennington Banner,
Burlington Free Press, Rutland Herald.
St. Johnsbury Caledonian-Record

Advertising Washes Away a Street's Sordid Past

Respectable Tradesman Advance to Main Street, Los Angeles, When the Saloons Give Up the Fight

MAIN STREET, also known as "Whiskey Row" in Los Angeles, has come back to a position of respectability. Until the Volstead Act came into being this street had a busy saloon on every corner—and in between corners, too. Women and children shunned the street.

Then, too, there was a further handicap for Main Street in the fact that Broadway, two blocks away, was gradually strengthening its position as a shopping street.

As the saloons closed, one by one, the premises that they had held for so long were taken quickly by retailers of various sorts of commodities. Today, between Fifth Street and Ninth Street on Main there are twenty furniture stores. And today women are coming to Main Street to buy furniture from these stores. They are coming because these furniture merchants decided that they could realize on their investment only by newspaper advertising. They were sufficiently well informed about advertising, however, to know that their advertising would be effective only if they endeavored to make Main Street worthy of advertising.

Before the advertising had started it had been the practice in some of the Main Street furniture stores to use high-handed selling tactics. The merchants all agreed to change this. And they have changed it.

Because of a complaint of a customer in one Main Street furniture store a salesman guilty of ungentlemanly behavior was discharged. Another purchaser mentioned to a furniture dealer an instance of tricky salesmanship that



MAIN STREET
IN LOS ANGELES

Leads Any Similar Street in Any City of the United States

In number of furniture stores and money invested in the furniture business of a like community, out rivaling

Third Avenue, New York
Penn Street, Pittsburgh
Walsh Avenue, Chicago

Buy on Main Street
Ext. 8th and 9th Streets

Bank What You Save!



ADVERTISING IS HELPING TO BRING A BETTER REPUTATION TO A CITY STREET

happened in a competing store. Instead of making capital of the case and publicly flaying the competitor employing the offending salesman, the salesman in the second store turned the information over to his superior and it was given to the employer of the offending salesman. The tricky salesman now has a different idea of courtesy and sales methods. If a shopper complains because of dissatisfaction with a transaction to a competitor of the dealer

figuring in the transaction, the second dealer does not magnify or make capital of it. He tells the woman that he is sure that the situation is not as the other dealer would wish it. He tells her he will speak to the other dealer and attempt to have the matter adjusted satisfactorily. He then reports it to his co-operating competitor.

Competition has thus taken on a new meaning among these Main Street dealers. They have found that they all profit when the standard of the street is raised; and that when they bitterly compete with unfair tactics they throw just that much more suspicion upon themselves.

Monthly meetings are held first in one furniture store and then in another. At these meetings criticisms are openly made and adjustments openly arrived at. Furthermore, the smaller stores are getting the advantage of the

broader views and experience of the larger out of such meetings. The sole aim is to inspire more confidence and to deserve it.

The advertising, aside from making the furniture dealers put their own house in order, is achieving its primary object: The educating of the public to a knowledge of the fact that the Main Street furniture stores are conveniently situated on a respectable street and that they give service and offer low prices.

With the help of this advertising and by adhering to the promises these Main Street furniture dealers have made in it they believe they will obtain 60 per cent of the furniture business of Los Angeles.

W. H. Bushman, formerly with the Ross-Gould Company, St. Louis advertising agency, has joined the advertising staff of Montgomery Ward & Co., Chicago. Mr. Bushman also had been with the A. S. Aloe Company, St. Louis.

For Advertising and Sales Managers

Reduce Your Selling Costs

by using Direct-Mail—letters, folders, booklets, house magazines—to get orders or make it easy for salesmen to get them. **POSTAGE BUSINESS MAGAZINE** is the monthly magazine of Direct Mail Advertising and Selling. \$2.00 a year. Current number, 50c; or \$1.00 for 6 months' trial subscription.

POSTAGE

18 East 18th St., New York

Increase Your Advertising Returns

NATIONAL ADVERTISING MAGAZINE tells how to spend advertising money to the best advantage in newspapers, magazines, farm and trade papers. Analyzes media. Criticizes advertisements. Monthly. One year, \$3.00; Six months, \$2.00. Current number, 50c; or \$1.00 for 3 months' trial subscription.

NATIONAL ADVERTISING

18 East 18th St., New York

Established, 1887

THE PHARMACEUTICAL ERA

Issued Every Saturday

For 1923, the ERA guarantees its advertisers a minimum circulation of 15,000 copies each week and every 4th week a Special, 50,000 edition covering the entire drug trade, including all Wholesale and all Retail druggists. This is the largest circulation and most complete distribution ever supplied by any drug trade publication; over 100,000 copies each month, or an average of 23,750 copies a week.

D. O. HAYNES & CO., Publishers, 3 Park Place, NEW YORK



ALL ADVERTISING PLEADS A CASE

NOT to "twelve sanctified guessers" impaneled in a jury box. It's not that easy.

Advertising pleads its case to a jury of hundreds, thousands, perhaps millions, who do not read unless they want to.

Right choice of type, good typesetting, make it easy to "listen" to advertising.

We can give a clear and pleasing voice to your advertising as it talks to the jury.

P. J. PERRUSI • N. A. KWEIT

ADVERTISING AGENCIES' SERVICE CO.

Typographers

313-321 WEST 37TH STREET, NEW YORK

TELEPHONES: FIT ZROY 2926-2927-2719

THE ATLANTA CONSTITUTION

HAS

The Largest Net Paid City Carrier
Delivered Circulation.

The Largest Total Net Paid City
Circulation.

The Largest Total Net Paid
Circulation.

The Lowest Milline Rate
Of Any Daily Newspaper
in Atlanta.

THE ATLANTA CONSTITUTION

ATLANTA,
GEORGIA

Dec. 14

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Must This Lesson Be Relearned So Soon?

As prices are now rising and another period of inflation is just ahead, it is pertinent at this time to issue a warning to retailers, particularly small retailers, not to speculate and not to overbuy, according to J. F. Kitzrow, underwear sales manager of the Allen A Co., Kenosha, Wis., hosiery and underwear manufacturers. The advice which he wants to give at this time, Mr. Kitzrow said, may be summed up as follows:

1. Size up your stocks carefully before placing an order.

2. Don't buy unless you actually need the merchandise.

3. After the order is placed be prepared to accept the order and don't cancel.

"There is undoubtedly a period of inflation at hand," Mr. Kitzrow said; "how great it will be or how long it will continue it is not yet possible to determine."

"It is only two years since the last crash came and everybody was more or less hurt. But when prices begin to rise it is easy to forget all about that and rush in and buy once more with no thought of what may happen. The country, I believe, is fundamentally sound and conditions point to an excellent business. Nevertheless, this is just the time to remember not to plunge. We are now having the biggest business in the history of our company. We are largely oversold. Yet a few days ago we announced that the prices on our nainsook underwear would be advanced. The result was a perfect flood of orders from all parts of the country. I know it is a comfortable feeling to know that you have covered your wants for a period ahead at a low market when prices are rising. Yet for the average retailer it is better to buy what he needs at the current prices than to order in big quantities."—*Men's Wear*.

Standard Oil Answers Rumors in Advertising

The Standard Oil Company of Indiana in Milwaukee newspaper advertising announces a new product, "Solite," a gasoline. This product, according to the advertisement is a companion to "Red Crown Oil" which the company also produces. The advertisement reproduces the "Solite" trade-mark which is a circle drawn about a black triangle.

In this same advertisement the Standard Oil Company explains its Burton process, referred to as the "cracking" process, of manufacturing gasoline, and then says:

"Through ignorance, or maliciousness, many statements have been made by one of our competitors relative to the 'cracking' process. It has been claimed that a gasoline made by this process is inherently poor. The fact is that authorities agree that the properly made product of a cracking process is as efficient as, and many say more efficient, than the straight run gasoline. He who condemns the 'cracking' process is living in the dark ages, for the

'cracking' process is the method used by all enlightened refiners of consequence to convert non-volatile parts of crude petroleum into volatile compounds which are needful in a good gasoline."

The copy closes with the statement that the Standard Oil Company's success in the petroleum industry is due to the fact that it has never broken faith with the public nor permitted the quality of its products to be lowered.

Louisville Provision Co. May Use "Star" Trade-Mark

The United States Supreme Court has refused to review a trade-mark case, appealed to that body from the Circuit Court of Appeals by Armour & Company. Armour brought suit against the Louisville Provision Company, which has used as a brand name the words "Southern Star" for hams, bacon, etc.

The Circuit Court of Appeals held that whether Armour & Company actually adopted as their trade-mark the word "Star" or the symbol as distinguished from the trade-mark "Armour's Star" was one of fact to be established by the company and declared that it had failed to do so, the Circuit Court affirming the decision of the District Court that Armour & Company had not obtained a monopoly to either the word "Star" or the symbol.

As a result of the Supreme Court's refusal to review the case, the Louisville Provision Company can use either the word "star" or a five-pointed symbol on its meat products. Armour & Company obtained trade-mark registration on the words "Armour's Star." The suit was aimed to prevent the Louisville concern from using either the word "star" or the symbol.

From Scratch to a Position Among the First Fifty

The Western Company, Chicago, manufacturer of "Gainsborough" hair nets and powder puffs, of "Dr. West" toothbrushes and of "Hank-o-chief," which started as a national advertiser in nine magazines last April, is now in point of advertising volume among the first fifty largest national advertisers of 1922. M. J. Harford, advertising manager of the Western Company, informs **PRINTERS' INK**.

The present advertising schedule of the Western Company will not expire until June, 1923, and 1923 plans have not yet been completed, Mr. Harford says.

Jason Westerfield Will Address New York Agency Meeting

The first of the winter luncheons of the New York Council of the American Association of Advertising Agencies will be held at Hotel Pennsylvania on December 14. Jason Westerfield, chairman of the Library Committee of the New York Stock Exchange, will address the meeting.

AN A. B. C. PAPER

If The Billboard was not worth your consideration we would not keep on thrusting it upon your attention.

Any A. B. C. paper is worth the very careful consideration of any advertiser.

The Billboard is an A. B. C. paper.

Let us send one of our solicitors to see you.

He will deal in facts only.

THE BILLBOARD

AMERICA'S **WEEKLY** THEATRICAL
FOREMOST **DIGEST AND**
REVIEW OF THE SHOW WORLD

1493 Broadway
NEW YORK
Bryant 8470

35 So. Dearborn
CHICAGO
Central 8480



STILL LIFE DRAWINGS

from the pen of Clyde S. Bain, which previously have been confined to Columbia Illustrations, are now available for general advertising.

The services of Mr. Bain may be obtained only through the Columbia Studio.

COLUMBIA STUDIOS
ADVERTISING ILLUSTRATORS
1207 BUILDING & WASHINGTON, D.C.

Use Street Addresses on Direct- Mail Advertising

ADVERTISERS frequently arrive at the conclusion that direct-mail advertising isn't profitable, whereas, if the truth were known, the reason for the scarcity of replies could be traced to their own addressing departments. Read the following paragraph referring to the absence of street addresses, from a Post-office Department report:

When a piece of third-class mail matter is sent on its way by the advertiser it must be absolutely correct as to the street address, or in nine cases out of ten it goes into the waste heap. *Third-class matter is not entitled to directory service*, because of the low rate of postage it bears, and if without street address it is very frequently lost both to the intended recipient and to the sender. The latter never knows what becomes of it.

Referring to the necessity of incorporating street addresses in the compiling of mailing lists, Homer J. Buckley, of Chicago, writes, **PRINTERS' INK**:

"A trip through the 'Nixie' or undeliverable mail section of any post-office, particularly in the large cities like Chicago, with its endless rows of tables piled high with countless pieces of third-class mail matter on its way to the scrap heap, would be a revealing sight to the average business man.

"Few, except those who have seen it, realize the immensity of this waste.

"A greater part of the mail delivered into the larger cities is distributed on the mail trains, and the mail clerks on the railway trains throw into a miscellaneous bag all mail without street addresses and this has to be taken to the general post-office and given directory service for first-class mail.

"There is a consequent delay of from anywhere to ten hours and in the case of a third-class mailing piece, it would be returned to the sender for street address if it had a return corner card."

Louis C. Pedlar, Inc. has changed its name

Following our announcement of several weeks ago regarding the purchase of Mr. Pedlar's interests we now make public the new firm name.

The men who have been chiefly responsible for the growth of this organization still remain. A significant fact is that most of these have been with the firm since its founding.

The services of Gordon Grant, Woltz, Hansen, Dannenberg, Sweeney, Rosenfeld, Tepper and many others, still continue to be available only thru this organization.

F · W · VAN NAME

INCORPORATED

246 FIFTH AVENUE · NEW YORK CITY
MADISON SQUARE 0511

Gordon Grant
Vice-President

F. W. Van Name
President

George Woltz
Treasurer

FORMERLY LOUIS C. PEDLAR, INC.





Men
Women
Children
Teachers

Church Needs
Minister Needs
Community Needs

MINISTER

Are You Overlooking a Market?

The Churches of America Annually Raise
Approximately a
HALF BILLION DOLLARS

The key man who directs the expenditure of this huge sum
is the *Minister*.

You can reach him direct through THE EXPOSITOR, his
monthly source of inspiration and his buying guide.

Over 50 Advertisers have been in every consecutive issue of
THE EXPOSITOR for the past twelve years—many of
them with constantly increasing space.

"It Pays Out!"

Send for Sample Issues and Complete Information

THE EXPOSITOR

NEW YORK 17 West
Forty-second
Street

"Founded in 1899 by F. M. Barton"
Executive and Editorial Offices:
Caxton Bldg., Cleveland, Ohio

CHICAGO 263 South
Dearborn
Street

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Mr. Buckley suggests the following seven rules for the guidance of advertisers using the mails:

1—Make sure that your mailing list is live and up to date.

2—Always specify streets and street numbers.

3—Don't omit from an address the designation "North," "South," "East" or "West," that, in some cities, differentiate sections of streets.

4—Avoid the word "City" as part of an address. If a piece of mail so addressed wanders outside of the city in which it was mailed it is lost.

5—Avoid abbreviations. When written, the symbols "Pa." "La." and "La" frequently look alike. Others are equally hard to distinguish.

6—Guarantee return postage on third-class matter. Then live up to the guarantee. If you mail by any classification under guaranteed return postage, assign someone to receive returned pieces and remove the dead ones from mailing list.

7—If your volume of third-class mail is large enough, you can expedite its handling by using postal permits or precanceled stamps.

A New Health Publication


The American Medical Association, with headquarters at Chicago, plans to publish a health magazine, to be called "Hygeia." The first issue will appear in March, 1923, dated April. The magazine, the publishers say, will be a "journal of individual and community health, which will express to the public the ideals and the spirit of scientific medicine; which will inform the layman regarding progress in medical science; which will enlighten the intelligent reader as to the actual knowledge available regarding diseases and their prevention, and which will disseminate information concerning the propagation and preservation of health.

Will C. Braun is advertising manager.

Dairy Advertising Brings Results

M. O. Maughan, secretary of the National Dairy Council, told the sixth annual meeting of the Interstate Milk Producers' Association, in session at Philadelphia, that the public, through advertising had been educated to a greater use of dairy products. The consumption of butter during this year has been ten per cent and that of milk fourteen per cent greater than during 1921.

CLINK



TO THE MAN

WHO CONTEMPLATES
USING MOVING PICTURES
IN HIS BUSINESS
THERE IS A SPECIALIZED
SERVICE OFFERED BY
**BOSWORTH, DE FRENES
& FELTON**
PRODUCERS AND DISTRIBUTORS
WILKES-BARRE, PA.

The Buying Power of The Hawaiian Islands

Few lands (if any) of its size and population have a buying power equal to that of Hawaii.

From 80 to 271 million dollars annually, in a period of nine years, represents the growth of its trade.

The favorable balance exceeds \$100,000,000 yearly.

The prosperity that such a balance implies characterizes these islands, which will be the hub of the great Pacific trade of tomorrow.

Here then, is the Market Desirable, for its exploitation combines present returns with future prestige.

HONOLULU STAR-BULLETIN

REPRESENTATIVES:

ALCORN SEYMOUR CO.
New York, Chicago, St. Louis
M. C. MOGENSEN & Co.
San Francisco, Los Angeles, Seattle

Soft Drink Sales Manager Wanted

One of the largest manufacturers of soft drinks in the South desires the services of a capable sales manager. Experience in beverage line desired, but not essential.

Product is old-established, well-advertised and popular. Good distribution in the territory which has been developed.

Give full information as to experience and salary in letter. An opportunity for a live wire. Address "R. C.," Box 160, care of PRINTERS' INK.

I Want Some Real Work To Do

Employed—yes, but only half busy and don't feel I'm accomplishing anything worth while. So I'm making my New Year's resolution early.

Well-rounded business training, particularly in direct-mail advertising, sales promotion and sales correspondence. Initiative and enthusiasm combined with common sense and co-operation.

Valuable assistant to some big executive or take charge of sales promotion department. Age 35, college graduate, Christian. Free to go anywhere and willing to start at \$4,000 with right opportunity. Address "W. F.," Box 164, care of Printers' Ink.

French Hotels Jointly Advertised in the United States

French hotels, individually and collectively, are using newspaper advertising in America to attract tourists. In the co-operative advertising under the head, "Les hotels de la France," it is explained that this is the theme of a 300-page reference book which will be mailed from 370 Rue Saint-Honore, Paris, on receipt of three international six-cent postal coupons after January 15.

The book is described as containing photographic views, rates and particulars of 1,500 hotels, with lists of health resorts, spas, sea bathing and sporting centres of France.

F. N. Carle with Elliott-Fisher Company

Fred Nelson Carle has joined the Elliott-Fisher Company, New York, as manager of the publicity division, in charge of national and direct-mail advertising. He was formerly with the Franklin P. Shumway Company, Boston advertising agency, and the General Vehicle Company, New York. Mr. Carle also had been with the Standard Steel Car Company, Pittsburgh.

Woolworth Sales Increase

F. W. Woolworth & Company, New York, report that sales for November, 1922, amounted to \$14,834,386, an increase of \$1,727,478 over November, 1921.

Total sales for the eleven months ended November 30, 1922, amounted to \$139,848,648, an increase of \$16,389,942 over the corresponding period last year.

Fertilizer Advertising in Far Northwest

The Marine Products Co., Inc., Tacoma, Wash., is planning to resume and extend its advertising of "Pep" fertilizer. Advertising was used in behalf of this product last spring. The forthcoming advertising will be confined to territory not far from the home base but ultimately the company expects to extend its sales throughout the country.

Sheffield-Fisher, Inc., Rochester, N. Y., has appointed J. E. Pickens in charge of the sales service division. He was recently advertising manager of the Selden Truck Corporation, of that city. Mr. Pickens, before going to Rochester, had been with the Federal Motor Truck Company, Detroit.

The American Swimmer, Boston, established in January, 1922, has been reorganized. W. E. Longfellow continues as president and editor. N. B. Hartford, Jr., Boston, is business manager. Frank H. Burns has been appointed advertising representative.

Farm Equipment Merchandising

A Trade Paper with 100% Coverage

**A National
or Sectional
Blanket
Covering all
Dealers and
Manufacturers
in the
Farm
Equipment
Field**



THERE are, approximately 30,000 progressive, worthwhile dealers and manufacturers of farm equipment. They are not now being reached by any one publication. They are looking for help and advice in the building of their businesses.

It is the purpose of Farm Equipment Merchandising, which will be launched January 1st, 1923, succeeding Implement and Tractor Age, to fill that need.

Under the direction of E. E. Whaley, for ten years publisher of Implement and Tractor Age and well known in the farm equipment industry, the success of the new publication is assured. Employing the free distribution plan, the value of which has been demonstrated in kindred trades, this paper becomes the only medium through which the entire trade can be reached without duplication. An editorial staff, specially trained in the farm implement business, will make Farm Equipment Merchandising of vital interest to its readers.

Farm Equipment Merchandising, with its low rate and 100% coverage, will be the most efficient medium for the advertising of all kinds of farm equipment sold through dealers. Sectional editions will enable manufacturers to cultivate a limited territory intensively.

Write for rate card, distribution statement and map showing regions covered by sectional editions.

Farm Equipment Merchandising

George H. Meyers
14 W. Washington St. Suite 30, Kelly Bldg.
Tel. Central 6557
Chicago, Ill.

George A. Brown
347 Fifth Ave.
Tel. Murray Hill 9070
New York City

IN WINSTON-SALEM

THESE FIGURES TALK

113% increase in population
in 10 years

100% increase Sentinel circulation
in 5 years

100% increase Sentinel adv. lineage
in 6 years

And The Twin City Sentinel led all North Carolina dailies in increase in national lineage first 11 months of 1922.

Business Was GOOD

"On looking over the figures of advertising lineage of the leading newspapers of this country for the first six months of this year, we note with pleasure what a fine gain The Sentinel shows. Any newspaper which can build up a lead of nearly 33 per cent in national advertising during a period of depression certainly has something of interest to tell buyers of newspaper space."

THE TWIN CITY SENTINEL
WINSTON-SALEM, N. C.

New York

FROST, LANDIS & KOHN

Chicago

St. Louis

Atlanta

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Changing the Corporate Name to the Trade Name

There May Be Occasions When This Is Advisable

SHOE AND LEATHER REPORTER
BOSTON, NOV. 22, 1922.

Editor of PRINTERS' INK:

In the past few years several concerns have changed the name by which their company has been known to the name of their trade-marked product. In other words the name of the product has been made the company name.

Will you kindly give me a list of the names of these companies and tell me whether or not it has been a successful change?

SHOE AND LEATHER REPORTER CO.,
PHILIP MELHADO.

A LARGE number of national advertisers have changed their corporate name to the trade name employed on their merchandise. A complete list is not available but from our files we have been able to secure the changes printed below.

better acquainted with the trade name than with the corporate name.

Robert M. Nelson, secretary and treasurer of the Certain-teed Products Corporation in an address said: "From 1904 to 1917 we had been operating under the name of the General Roofing Manufacturing Company. During the latter part of that period we advertised 'Certain-teed Roofing' quite extensively in newspapers. The public began to refer to us as the Certain-teed Company, Certain-teed Roofing Company, Certain-teed General Roofing Company, etc. The public suggested to us that it was about time for us to change our name, and we did."

There is one objection to this

Old Name	New Name
The United Shirt & Collar Company.....	Lion Collars and Shirts, Inc.
Rueckheim Bros. & Eckstein, Inc.	Cracker Jack Company
The Iron City Products Co.	Rees Manufacturing Co.
The Duplicator Manufacturing Company.....	Ditto, Incorporated
Realty Associates Investment Corporation.....	The Prudence Company, Inc.
The Northwestern Knitting Co.	The Munsingwear Co.
The Turnbull Motor Truck & Wagon Company..	Defiance Motor Truck Company
Pacific Coast Condensed Milk Co.	Carnation Milk Products Co.
Albert Lea Gas Light Co.	Brite-Lite Co.
The Macomber & Whyte Rope Co.....	Macwhyte Company
The Buffalo Sled Co.	Auto-Wheel Coaster Co., Inc.
The E. Kirstein Sons Co. }	Shur-on Optical Company, Inc.
and Rochester Optical Co. }	
B. J. Johnson Soap Company.....	Palmolive Company
Clyde Car Corporation.....	Clydesdale Motor Truck Company
The Central & South American Telegraph Co. }	All America Cables, Inc.
Mexican Telegraph Company }	
Moller & Schuman Company.....	Hilo Varnish Corporation
Oppenheim, Obendorfer & Co.	Vindex Company
General Roofing Manufacturing Company.....	Certain-teed Products Corporation

Our inquirer wants to know whether these changes have been successful. That is a difficult question to answer. It is safe to assume that all the companies mentioned made the change only after thorough deliberation.

Advertising firmly fixes in the mind of the reader whatever is most strongly emphasized in the copy. Usually this is the trade name. The corporate name generally appears in small type at the bottom of the advertisement. As a result the public is generally

practiced and this crops up when a company manufacturing a single item adds an entirely different product. The two may be completely foreign to each other, so much so in fact, that to link them by a common trade name would be decidedly objectionable.

When one is certain that only one line will be manufactured or that any items added in the future may safely go under one name, this danger does not exist. Otherwise it is well worth bearing in mind.—[Ed. PRINTERS' INK.]

Sales and Advertising Manager seeks connection

where there will be opportunity for expansion. I have had thorough experience in charge of Sales, Advertising, Administration and Credits.

I have organized and developed a business to its present volume of Five Million Dollars annually in the sale of a commodity that requires intensive, aggressive methods for its distribution, and careful management to insure a profit.

Age 42, well educated, 12 years in last position. Willing to locate anywhere.

Address "R. P. M.," Box 165, care of Printers' Ink.

We Know a Real Manager of Salesmen

If your problem is building sales volume city by city, or in a national way, we know a man who is a good organizer and successful director of salesmen, who will be available in March.

He has had twelve years' successful, executive experience in directing, selling and advertising. He is aggressive, broadgauged, clear-visioned—with sound merchandising judgment. He knows men and men extend themselves for him.

This man is now employed and has only personal reasons for desiring change.

Mail addressed to us will, without obligation, be forwarded to him promptly so that an interview can be arranged, at which time full credentials would be submitted.

We would endorse this man to anyone needing practical sales help and direction.

THE PROCTER & COLLIER CO.
Reading Room at McMillan Street,
Cincinnati, Ohio

Why Salesmen Fail

(Continued from page 6)

"Talk about your mortality tables! Two actual workers out of one hundred and fifty candidates! Which would seem to indicate that the last thing in the world that a white-collar man wants to become is a book-agent, in spite of all inducements and 'leads.' Nevertheless, there is one phase of our business that compels me to believe that men of earnestness and ability can always make good at this game. When times are hard, and men have no chance to pick and choose their jobs, there is a noticeable improvement in the grade of salesmen that we get into our ranks, and because of these recruits, our business maintains a high level of sales during the slumps.

"I think it is a sufficient commentary on the present sad state of salesmanship that prizes have to be offered by the home office to stimulate salesmen into necessary activity! There are no prizes offered in other lines of honest endeavor that I know of. But manufacturers and jobbers grow desperate at the economic waste of inefficient salesmen."

To the sales manager of a big oil company, the one cause of greatest failure in salesmen was that they had to be their own bosses on the road, and that not one man in fifty can stand that test.

"Lack of discipline is at the bottom of the majority of failures, in my experience," he said. "By discipline, I do not of course mean enforced motions under the eye of a superior. I mean one's own self-command. A salesman off on the road feels more or less of a free agent. He can do pretty much as he pleases. There is no check on him and he is continually tempted to be lax. It is easy to form expensive habits—luxurious hotels, high-priced foods, parlor cars, and entertainment in many forms. I think it is true that salesmen question instructions more often and persistently than anyone else in

Greensburg Daily Tribune

Largest and Most Influential Daily in Westmoreland County

Circulation for month of Nov. 1922

City	2703
Suburban	3931
Country	794
Miscellaneous	185

(Office, Advertisers, etc.)

Total Distribution 7,613

Greensburg in Pennsylvania

A "Red Star Town" on your Sales Map—an industrial center with a newspaper which maintains full news services and is *the evening newspaper in an evening newspaper city!* To gain sales domination for your product in Greensburg use the co-operation of the Tribune

Ask your salesman selling this section about
"Greensburg in Pennsylvania" and
The Greensburg Daily Tribune

KNILL BURKE, Inc., National Representatives
BROKAW BLDG. PEOPLES GAS BLDG.
1457 Broadway, New York City 122 So. Michigan Ave., Chicago, Ill.

Swing into Line



THIS is the title of our 1923 large wall calendar printed in nine colors by our offset process. Size of this calendar 27 x 41 inches.

We also have a beautiful 12-sheet calendar printed in four colors showing twelve different subjects—size of calendar 17½ x 23½ inches.

Either of these beautiful calendars mailed gratis. Make requests on your business stationery and state which calendar you prefer. Remember, the supply is limited—first come, first served.

WALTON & SPENCER COMPANY

Direct Advertising from Creation to Mailing
Offset or Letter Press Process

1241-1249 South State Street

CHICAGO, ILL.



business. But the successful salesman must keep a check on himself. Provided he has all the desirable qualities without this factor of discipline the salesman is apt to come to grief, and so insidious is the process of demoralization that he is often unaware of it and is utterly astounded at the final catastrophe.

"Here is an example that speaks for itself. Last year I was in a town of some 20,000 inhabitants. I had been talking to the proprietors of the ten stores there that sold lubricating oil. The weather was cold and wet—a thoroughly nasty day. I had been on a little tour of investigation. The ten proprietors of the stores were willing, even anxious to talk to somebody. They readily recounted their experiences. Among other things I asked them about salesmen—how many called on them in a month and what they were like in general.

"Well, the consensus of opinion among the ten was the same, though I interviewed them separately. I learned that between forty and fifty salesmen called on them regularly, but only two were remembered by name, and they were the two who sold the ten buyers! The other salesmen were just like so many shadows coming and going. Mulling it over, I went to the principal hotel in the town. While sitting in the lobby I overheard two men exchanging comments. They were oil salesmen and had recently blown in. "Ain't business rotten?" said one.

"Dead, absolutely dead," said the other. "Prices are all wrong."

"Rotten weather, too!" remarked Number One.

"No use calling on anybody this kind of a day," growled Number Two.

"You said it," agreed Number One.

"There they sat, chewing over the impossibility of doing any business, yet there were ten oil customers in that town longing for someone to call in and chat with them, and perhaps get an order if it was properly broached! For curiosity sake, I looked at

Says *The Inland Printer*:

"Now Mr. Sherbow comes out with a new book, '*Effective Type-use for Advertising*,' a remarkable instructive little volume that is big in service because it is chock full of good and practical ideas on subjects of live interest to printer and advertising man alike. . . . It is a mighty fine book."

The price of *Effective Type-use for Advertising* is \$2 postpaid. Your money back if you are not satisfied. Or send for free circular.

Benjamin Sherbow, Patchogue, N.Y.

Also publisher of

Sherbow's Type Charts for Advertising

MAGAZINE SOLICITOR

A monthly magazine now carrying a large volume of business wants a solicitor for its eastern territory, well and favorably known by the advertising managers of national accounts, by agency account executives and space buyers. Excellent opportunity if you're a "go-getter." Write fully giving age, experience, nationality and salary expected. Address "B. J.," Box 167, care of Printers' Ink.

Exclusive Territory on "KILMOTH"

The Aromatic Red Cedar clothes-closet lining in Custom-Made panels.

Wanted as distributors in New York State (outside New York City) and in Baltimore, Washington, Philadelphia, Pittsburg, Cleveland, Hartford, New Haven and Boston—clean-cut, financially responsible men of selling success who, at this very reading, have the inspiration flash on the opportunity of KILMOTH in hotels, apartment houses and private residences, both already built and in construction. (Lining a closet with KILMOTH costs no more than lath and plaster.)

National magazine advertising will be used for obtaining leads for distributors.

A successful direct-by-mail campaign will be furnished.

If you can swing this on a generous commission basis (no salaries), write or call.

A. W. ANDERSON CORP.
50 Union Square New York

CIRCULATION MANAGER

AN Opportunity without limit. To start in Gary, Ind., developing effective subscription effort for Henry Ford's great Weekly, "The Dearborn Independent." 15,000 dwellings in Gary, housing 75,000 people, mostly industrial plant workers who consider Henry Ford the ideal employer and who realize that "The Dearborn Independent" gives them the "neglected truth" on all matters of vital public interest. After Gary has been house-to-house canvassed, my Circulation Man will move on to other localities until the entire country has been covered, unless in the meantime, as a result of his successful work, Mr. Ford hires him to come to headquarters. The job with me gives that kind of an opportunity to the right man. Write me fully or call.

VAN SICKLEN--FORD DEALER
1069 Broadway, Gary, Ind.

the hotel register to see if either salesman bore the name of one of the two salesmen remembered by all ten oil customers. Of course not!"

FEAR, A TREMENDOUS HANDICAP

On consulting an executive of another manufacturer, he thought that the besetting sin of the average salesman was his fear. His fear was a millstone around his neck. He was afraid he could not make a sale every time he attempted one. Particularly was this so with new prospects. This self-doubt he entertained either in his face, manner or tone, or at the back of his head, and it naturally registered upon the consciousness of the buyer with unfavorable results.

"Of course, some salesmen have too much cheek and effrontery to get very far," said this critic, "but I think they are happily in the minority among the better class men. But the better class, on the other hand, are often too timid. They have a sort of stage-fright every time they interview a new prospect.

"Aside from the potent enemy of fear—a positive enemy—he has a negative one, perhaps more injurious, in his lack of knowledge of the tangible or intangible thing he sells. I believe that the difference between an order-taker and a real salesman is knowledge of himself and his proposition. 'Pep' is getting somewhat worn, and knowledge is demanded by the men who buy. Less effervescence and more facts is the order of the present day.

"Then, too, I think that salesmen frequently try to sell something they are unfitted by nature or inclination to handle. And I may add, this can be a large factor in fear. A man selling machinery, for instance, might take little or no real interest in machinery, and that works against him. A line of furniture might suit him better. I know a salesman that batted about without success in a score of different fields, but finally when he got into the business of adding ma-

EN
OPEN
to you
and if

TIERRA DEL LAGO CIGAR COMPANY

TAMPA, FLORIDA.

Who for eighteen years have kept faith with their trade, now offer the same loyal association and the same competent and dependable service to the individual smoker: A real and actual "Factory to Smoker" connection.

INVINCIBLE.—The cigar whose portrait appears here. Six inches in length: Long Filler of the best Havana Leaf, with shade-grown wrapper of uniform veining and color, fashioned into shape by men who of the guild of Cigar Makers are Masters of The Craft: From start to finish possessing the every essential of a high-class product: When we learn how to make better cigars we will, but as the proposition stands **INVINCIBLE** represents the result of twenty years' experience, and is the best cigar we know how to blend and fashion.

Only \$15.00 per 100: A box of 50 for \$7.75.
Delivered via Insured Parcel Post to You.

QUEEN.—Or, if you wish a lighter and smaller cigar, then the dainty **QUEEN**—In stock and workmanship very nearly identical with **INVINCIBLE**: Not so long (5 1/2 inches) and also not so full at the waist line, being graceful and of perfect symmetrical proportion: A **QUEEN** among Queens.

\$12.50 per 100: \$6.50 for box of 50.
Delivered via Insured Parcel Post to You.

IMPERIALES.—Substantially larger than the standard Perfecto, being full 5 inches in length and 46 gauge: Full Havana filler, with Class "A" shade-grown wrapper: High-class workmanship: A thoroughly good cigar from every angle.

\$9.50 per 100: \$5.00 for box of 50.
Delivered via Insured Parcel Post to You.

Enclose your business card—or letter head: Either will be an **OPEN SESAME**: Our charge account courtesies automatically open to you: We do not ask check with order, but many prefer to send, and if you are of those, then deduct 5%.



Little Jack Horner



Young Mr. Horner, you will remember, had a pie. It gave him great satisfaction to take out a plum now and then. Consider two things in connection with Mr. Horner:

First—He was eating these plums while he was young. He had an appetite and he gratified it. It seemed to him, of course, that there would always be plums in his pie; that he could reach for one whenever he pleased. You, perhaps, have seen people who grew so hungry that one of Jack's plums might have meant life instead of

death to them. But Jack forgot these people. He said, "What a brave boy am I."

Second—An old Mr. Horner came along after a while. He, too, sat in a corner. But the pie was missing. Appetite remained. He needed plums far more than the careless youngster; but he had eaten them while he was young.

Little Jack Horner lived before the day of Endowment Life Insurance. That may excuse him, but it cannot excuse you.



THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

EDWARD D. DUFFIELD, President
HOME OFFICE, NEWARK, NEW JERSEY

IF EVERY WIFE KNEW—WHAT EVERY WIDOW KNOWS—
EVERY HUSBAND WOULD BE INSURED

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chines he became a knockout. Why? Because for the first time in his career he could wax enthusiastic about his goods, and all due to the fact that he was a born mathematician.

"So, I would say to every salesman: 'Conquer fear and sell something you genuinely like.' Many a failure has enormous potentialities to draw upon if he would do these two things."

A man who makes a specialty of salesmanship methods for one of the largest firms in the country, and travels the length and breadth of the land to gather his data, summed up his impression for me in the following words:

"One of the most perfect salesmen I ever saw was a newsboy who used to stand, with several others, at one of the entrances of a great railroad terminal. He had six rivals, but they never were in the running. This lad never forgot his customers' tastes. Their particular papers were always ready for them, folded, as they approached him. And he remembered hundreds of customers in this way. Making change had become with him a quick, almost automatic process. He smiled engagingly and had a pleasant word for those who encouraged it. I watched him for several years, wondering when the time would come when some shrewd employer would recognize his ability. Then for a week I missed him. I inquired of one of his companions. Yes, 'Joe' had been invited to take a fine job in a wholesale house downtown. What was 'Joe's' secret? Simple. *He was always thinking of his customer!*

FAILURE OF SELFISHNESS

"Most salesmen go to a man to take something, not to give something. That is the egregious, fundamental error made every day in the year, everywhere along the line. Getting an order day's work, but the rarely wise salesman, who is certain of enduring success, is the one who tries to be constructive in the interest of his customer, and sees beyond his immediate sale. The

Advertising Agency

Offers Vice-Presidency to High-Class Man

Nationally recognized New York Agency, Christian firm of high standing, offers Vice-Presidency to a clean-cut advertising man who has proved his ability to develop and hold accounts. Liberal earnings. This is a real opportunity for the right man to take active part in management and to become part owner of successful, progressive, growing, medium-sized agency.

"Confidential"

Box 176, Care of Printers' Ink

ARE YOU THE MAN

Who can avail himself of this opportunity to secure the services of a real EXECUTIVE ASSISTANT?

A young woman of refined appearance, with pleasing but forceful personality, very energetic, resourceful and diplomatic, trained by technical instructors of recognized ability and business executives of international reputation, has been released through a reorganization.

She is a Stenographer, Accountant, Statistician, Director of Personnel, or Office Manager, with an earning capacity averaging Sixty Dollars over the past six years.

A recent employer will submit full details of her experience.

Address "K. T.," Box 175, P. I.

Peek Behind the Curtain

See How the
Strings Are Pulled



THERE are a few more vacancies in the evening course of instruction which I am conducting in the mechanics of printing. This course will cover every branch of the industry, such as: Job Printing, Newspaper Printing, Photo Engraving, Rotogravure, Lithography, and all other allied subjects.

You See the Plants in Operation

Actual demonstrations in plants where every step in process is explained, will supplement class work. Course will benefit the beginner as well as the veteran, and will be designed with a view of giving the student an intimate knowledge of the tools of his profession. It will enable him to know the possibilities and limitations of every process, and employ them to the best advantage. Method of teaching will leave an ever-lasting impression. Course will be intensive, lasting five weeks. Monday to Thursday evenings, inclusive, 8 to 10 P.M. Moderate fee. Mail reservations NOW, as class will be limited to 12. For further information apply to

BEN DALGIN

Box No. 162 Printers' Ink, N. Y.

Chain Store Lists

Authentic lists of chain stores in all fields, giving name of parent company, address of buying headquarters, number of stores operated, and principal lines of merchandise carried. Write for descriptive folder.

HELLOGG PUBLISHING COMPANY
189 Bridge Street, Springfield, Mass.

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman effectively

COVERS LUMBER FIELD

mediocre salesman only knows that he sells soap, or toothbrushes, or underwear, or automobiles, or what-not, and does not give constant thought to the uses and advantages of his goods to his customer. He does not put himself in the other man's place.

"A constructive imagination is invaluable to the salesman, and next to that is a thorough knowledge of what he is offering to the market. The first-rate salesman is indeed a rare bird, and what distinguishes him from the common ruck is knowledge of what he is selling and his helpful interest in his buyer.

But the salesman is not entirely to blame for his general lack and consequent failure. Manufacturers and sales managers are equally at fault. They do not insist upon training that calls for the proper study of their commodities and a fund of knowledge that shall equip the representative adequately against all opposition. They permit salesmen to go out half-cocked. Then the majority of them never think it is necessary to keep feeding ideas and inspiration to their men on the road, to keep them from growing mechanical and getting into a rut. To put it baldly, manufacturers and sales managers do not demand high standards of ability and conduct in their salesmen, and salesmen do not realize that their own best interests lie in becoming better and better every day. Everywhere, on all sides, the salesman meets the same sales resistance—a thousand reasons for not buying. But, with proper study, he ought to have a thousand and one reasons for buying. And that calls for head-work.

"Napoleon, they say, used to insist on his generals having long noses. I don't know how that would work out with salesmen. But I think Napoleon would agree that his generals should have four things that I consider of first advantage to the salesman—lack of fear, obedience to discipline, imagination enough to put himself in the other fellow's boots, and knowledge of what he is doing."

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Expansion

A million new subscribers were linked to the Bell System during the past two years—putting into operation a million new routes of talk, and a corresponding increase in all intervening facilities such as switchboards, cable and long distance lines.

No other country is so well equipped as the United States for telephone communication. Yet, because of this—because the telephone is so useful—the demand for service keeps growing greater.

The growth of telephone demand in the United States is greater than the growth of population. It is an intensive growth. An increasing percentage of the population is seeking telephone service.

The Bell System is providing for more investment, further technical achievement, more wires, switchboards and stations—and more subscribers. The American people require the best service. The best service means the most comprehensive service, not only for the necessities of to-day, but for the necessities of the future.



" BELL SYSTEM "

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

*One Policy, One System, Universal Service, and all directed
toward Better Service*

Are You Getting Your Share of Business in New England?

Read what the November report of the Federal Reserve Bank of Boston has to say about the department store business in New England:—

"Retail trade throughout New England has been very much better this fall than it was a year ago. The representative group of department stores in New England which report to the Federal Reserve Bank of Boston state that their sales during September, for example, were 18 per cent larger than they were in September last year. This improvement continued into October. Merchants report that a better grade of merchandise is being bought now than last fall. The public has apparently become encouraged by the prospect for general business improvement and is spending its money more freely. The September sales of this group of department stores were larger even than in September, 1920, when retail prices were considerably higher than at the present time. The actual physical volume of sales in yards, pounds and pieces, as well as the dollar value of the merchandise which is passing from merchants' hands to consumers, is large and will, without doubt, increase between now and Christmas, as is usual at this season of the year."

Department stores are the barometers for retail conditions and business generally in New England. Are you getting your share of this steadily increasing business?

PORTLAND, ME., EXPRESS

Daily Circulation 26,294 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 11,459 P. O.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER

Daily Circulation 28,605 P. O.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation 10,660 A. B. C.
Population 41,029, with suburbs 110,000

LOWELL, MASS. COURIER-CITIZEN LEADER

Daily Circulation 20,635 P. O.
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 16,132 A.B.C.—3c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD & MERCURY

Daily Circulation 31,489 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS

Daily Circulation 20,079 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 72,552 P. O.
Population 129,563, with suburbs 250,000

WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 73,957 A. B. C.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST

Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir., 34,427 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A.B.C.—3c copy
Population 25,688, with suburbs 60,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

Government Officials Who Understand Advertising

The business of advertising is today a better business than at any time in its history. I observe that the men now active in the government of our country understand the business of advertising. The President himself is not only a good newspaper publisher, but a mighty good advertising man. It is as natural for President Harding to create good-will for the United States as it is for him to breathe. He has that in mind in every action he takes. Advertising is good-will building—good-will building is advertising. President Harding is willing and sympathetic in everything that will promote the good of advertising men and publishers. Prominent on the list of Government executives that know advertising are Secretary of Labor James J. Davis, Secretary of Agriculture Henry Wallace, United States Senator Arthur Capper, United States Senator Walter E. Edge and the Chairman of the Shipping Board, Albert D. Lasker—all good advertising men. And now Secretary of Commerce Hoover has an advertising department that would do credit to any of our country's largest advertisers. This department is ready and willing to give information that every advertiser and advertising agency should know all about.—From an address by William H. Rankin, president, William H. Rankin Co., before the Cleveland Advertising Club.

A Thought for a Trade-Mark

Monogrammed apples, skin-deep, were produced this fall in the State of Washington in considerable quantities. Is it possible that the future holds in store the opportunity to trade-mark certain kinds of fruit by the same method? *The Farm Journal* tells of the innovation:

"A crew of workers spent two weeks this fall in an orchard near Zillah, Wash., printing monograms on apples for several thousand boxes of Spitzburgs contracted to a number of famous hotels. The name of the hotel, or the coat of arms was stamped on the apples in blue ink with a rubber stamp, on the green side of the apple. After the coloring of the apples was fully developed and the fruit was picked, the ink was washed off, leaving in pale greenish-yellow outline the desired design."

Perry Lukens, Jr., Dies

Perry Lukens, Jr., who had been a publishers' representative at New York for more than thirty years, died at Yonkers, N. Y., on December 4. Mr. Lukens, who had retired from business, was 69 years old.

Has Central Petroleum Account

The Central Petroleum Company, Cleveland, has placed its advertising account with the J. Roland Kay Co., Inc., Chicago advertising agency.

There Is But One!

One paper, and one only, has the Largest Circulation of any Maine Daily!

That paper is the

Portland Express

Larger Circulation NOW than ever. Portland's only three-cent paper. Portland's only evening paper.

Statistics show that "the Express is taken in MORE than 15 of every 16 homes in Portland!" and the coverage in some of the adjoining municipalities is nearly as great!

"A Truly Remarkable Coverage!"

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

wanted—A House Organ Editor

A leading manufacturer in the building material field is looking for a man to edit a house-organ for its dealers.

The position requires a writer who can create and develop a paper that will be of genuine help to the dealer—show him how to better his methods and increase his business, not alone in the advertiser's product, but in all lines he handles.

Plain writing that will appeal to matter-of-fact business men is much more desirable than literary cleverness. Acquaintance with the building material field will be helpful. A knack for digging out live, interesting material is certainly necessary.

Tell us enough about yourself, what you have done and what you would expect in the way of salary, so that we can determine whether it will be worth while to arrange an interview.

"Editor," Box 161, Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.
Michigan Blvd., DOUGLAS TAYLOR, Manager.
Atlanta Office: 704 Walton Building
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

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Classified 55 cents a line. Minimum order \$2.75.

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ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
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ALBERT E. HAASE, News Editor

EDITORIAL STAFF:
Roland Cole E. H. Weiss
C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, DECEMBER 14, 1922

Local vs. National Marketing

In discussing the prospective merger of two of the "Big Five" meat packers, the National Wholesale Grocers' Association says that the packers "are not suffering today from manufacturing or production costs or from lack of efficiency in manufacture, but from distribution costs that must be most burdensome and distressing as compared with those of their competitors, the more localized independent meat packers. The branch house system, with its administrative, sales, delivery, credit, warehouse and tax, etc. expense in the many individual distributing points of the country must expose the 'Big Five' to cruel wounds from the fire of localized competition that not even a veritable blanket of mergers would or could staunch."

There is much truth in that statement, although we are not inclined to agree with it in its entirety. True enough the packer's cost of distribution must be heavy, but all things considered, it is probably not excessive. We do not believe the packing business is suffering unduly from the high cost of distribution *per se*. If it is suffering from anything, it is from too much distributing machinery, which parallels itself nationally. It is doubtful if the country is able to support profitably five gigantic competing organizations in a staple industry. If the "Big Five" are enduring "cruel wounds from the fire of localized competition" it is on the staple portion of their business that they are suffering. We venture the assertion that local competition is not seriously handicapping the distribution and sale of their specialties.

The selling of staples has largely been a local rather than a national business. Staples have been marketed on a basis of jobbing zones. Freight rates, the need for quick accessibility and several other factors have caused this. Common salt, for instance, shipped in less than car lots, at the less than car lot rate, from Ohio to Montana, would be handicapped on price alone. The only way it could be marketed would be to ship it to zones in car lots and there job or wholesale it locally. The railroad situation, high freight rates and other factors will perhaps make this kind of selling even more necessary in the future than in the past. It looks, therefore, as though the wholesaler has a bright future. Certainly the wholesale function must be performed, whether it be performed by the manufacturer himself or by regular wholesalers.

But this is no reason why we should be pessimistic, as some seem to be, about the United States as a "national" market. It is just as good a national market as ever, if not better. Goods can be advertised and sold nationally and at the same time wholesaled locally. This is A B C stuff and

it should not be necessary to elaborate on it. Suffice it to say that trade-marking and advertising give the manufacturer a control over this product that takes it somewhat out of the competitive class. A specialty of high quality that has features of its own can break through unfavorable freight rates and many other handicaps.

The United States is an amazing quality market. We believe it was A. C. Pearson, vice-president of the *Dry Goods Economist*, who said that this country consumes probably as high as 75 per cent of the world's quality production. Germany made this mistake. She assumed we were a cheap market. Great Britain knew different. She has always succeeded in selling us her quality wares, despite tariff barriers and other restrictions. Even the recent tariff will not keep out really high-class merchandise. If it has exceptional quality and other distinguishing features, the American people are willing to pay its price. This is a fundamental about the "national" market that advertisers should not overlook.

The Need for Recipe Advertising

The recent article in *PRINTERS' INK* by Helen H. Gerry proves beyond doubt both the popularity and the practicability of the recipe in advertising. Of course this really did not need proving as the value of advertising recipes has never been seriously doubted. Many advertisers, particularly in the food line, have demonstrated the recipe's great usefulness. Recipe advertising is too strongly established for us or for anyone else to question its potency at this late date.

The phase of the subject that has recently interested us is the fact that there seems to be no end to the different ways in which recipes may be advertisingly presented. As is usually the case, Thanksgiving brought forth much advertising of this kind. As far as our observation extended,

the most novel piece of copy was used by the maker of Lea & Perrins' sauce. This company ran a liberal-sized, illustrated advertisement in newspapers in the style of the menu cards commonly used by hotels and other high-class eating places. A complete menu for the day was presented. In the case of the oyster cocktail, soup, fish, turkey dressing, salad and cheese, it was briefly explained how Lea & Perrins' sauce would improve the piquancy of these dishes. The advertisement certainly won the attention of the public, as it was a subject of widespread comment.

Another recipe stunt that, though old, it seemed to us, was worked more extensively this year than ever, was the featuring of the Thanksgiving menu for a week or ten days in advance of the day. When a guest went into an eating place and picked up the bill-of-fare, he would be surprised to find turkey, cranberry sauce, plum pudding and similar holiday fare offered. Finally he would notice an explanation to the effect that this bill would be served on Thanksgiving day for \$2.50 or whatever the price was. The Lackawanna Railroad, for instance, passed out 3½x5 miniature Thanksgiving menus to its dining patrons for several days before November 30.

Recipes are employed so extensively by advertisers that there is some question as to whether or not this method of promotion is not being overdone. We are inclined to the view that the idea cannot be overdone, as long as the advertiser is careful to recommend thoroughly tested and practicable recipes.

The worst obstacle in the marketing path of a food manufacturer is the incorrect use of his product. Many good foods are constantly being spoiled through poor cooking. We could offer dozens of examples, but let us just take one—little pork sausages of the Jones type. Properly cooked there isn't anything more delectable, but as they are usually served in public dining places they

are so greasy that most folks find them unpalatable. The right way to prepare them is to punch two or three holes in each sausage with a fork, then boil them in water for about twenty minutes and then fry. The boiling removes much of the grease and the holes enable it to escape. How many chefs are willing to go to that trouble, and yet if the packers of these sausages could get cooks to take that trouble, thousands of persons who now think pork sausages too rich for them would become "little pig" fans. The popularizing of that recipe would inestimably expand the market for this product.

Many advertisers, such as the prune growers and raisin growers, have found it necessary to show bakers, chefs and others who prepare food for the public how to use their products properly. A certain amount of work of this kind will always be required. Food advertisers who neglect it are needlessly handicapping their product.

Digging for the Lost Sale

A Chicago manufacturer of light fixtures, looking over orders from retailers, wondered why some of his dealers didn't sell better pieces. He decided to find out why sales on his quality products were being lost. He soon discovered a fundamental obstacle to the dealer's sale of the manufacturer's merchandise. A woman walked into a store to buy fixtures for the first floor of a two-flat building she had just purchased for investment. The dealer's salesman put up a good selling talk in the manufacturer's presence. She liked a \$56 five-light chandelier and asked how it worked. The salesman told her, when she said there was no wall switch, that one could be installed for \$7. A companion piece for the dining-room with candles and silk shades cost \$64, and she liked that, too. A \$50 lantern for the hall and lights for three bedrooms were also sold her by the salesman. Then, in order to estimate accurately the cost of

installing switches, the salesman went with the owner to look over the building and the manufacturer followed.

There he found one reason for the lost sales of his better quality merchandise. Meters and fuses were on the back wall, the leads ran directly to the ceiling and then straight through the house with branches for outlets. There were only four switches. When the salesman figured the cost for the new switches and a couple of convenience outlets it totalled \$95, which added to the \$290 fixtures, made a total of \$385.

"That's too much to spend," the woman said. "I allowed only \$250." So cheaper fixtures had to be selected. Selling the better grade had gone for naught. The manufacturer said later, "That salesman wasn't to blame. He did a good selling job, but the electric contractor who wired the house spoiled his sale and incidentally mine. That contractor could have explained a better method of wiring to the owner by proving that the slight additional cost of doing the job better would be saved many times over when additional switches or outlets were wanted. That woman never will feel satisfied because she didn't get the fixtures she wanted, and she'll be reminded of it every time she gropes in the dark for the light. Our organization is going after the builder and contractor. They are the cornerstones of our lost sales."

This convenient example from the electrical field has a bearing on many widely different industries. A careful checking up of lost sales will usually uncover a fundamental difficulty which needs clearing up. It is easy to blame the retailer and let it go at that. A little close-up investigation at the point of sale will often uncover the real stumbling-block.

New Periodical for Bankers

A new monthly publication, *The Bank Advertiser*, has made its initial appearance in New York. Thomas P. Hallock is editor and publisher. The publication will aim to be a "digest of business building ideas for progressive banks."

14, 1922

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Dec. 14, 1922

PRINTERS' INK

205



The Anniversary Number

The Thirteenth Birthday of the Boy Scouts of America will be celebrated February 8-15, 1923.

The February issue of **BOYS' LIFE**, the Boy Scouts' Magazine, is made a special issue for this occasion.

Scouts look forward to their Birthday Number.

Forms for February close December 23.

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

1014 Union Bank Bldg.
Los Angeles, Cal.

203 So. Dearborn Street
Chicago, Ill.

Publisher, Boy Scouts of America



Introducing— Rollins Hosiery Mills

THE SATURDAY EVENING

ROLLINS
Hosiery
MILLS

Style Free From Extravagance

To Women
Mostly, with the exception of the...
To Merchants
The Rollins Hosiery Mills...
ROLLINS HOSIERY MILLS, DEL. MOINES, IOWA

Significant articles describing the problems of the hosiery industry appeared in these issues of the *Printers' Ink* Publications: (Weekly) "Selling 60,000 Pairs of Hose a Day Direct to Wearer," August 24, 1922; "Can Hosiery Shops Sell a Silk Stocking Soap?" December 1, 1921; "Cultivating the New Sales Out-

let," August 3, 1922; "How a Well-Known Hosiery Manufacturer Has Rationed His Product," July 25, 1918; "Some Remedies for 'Please Cancel My Order,'" March 14, 1918; "'Descriptive Names Must Be Accurate,' Says Court," April 7, 1922; (Monthly) "Protecting a Product with a Booklet," June, 1920.

The following officials of the Rollins Hosiery Mills are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:*

Name	Title	Weekly	Monthly
H. T. Rollins	President	Yes	Yes
R. E. Rollins	Treasurer	"	"
J. R. Proctor	Secretary	No	"
Mac Harlan	Adv. Mgr.	Yes	"
H. E. Clark	Asst. Adv. Mgr.	"	"
S. W. Leigh	Office Mgr.	No	"

* Information furnished by Rollins Hosiery Mills.

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK

The Weekly Journal of Advertising
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

185 Madison Avenue, Corner of 34th Street, New York

To Win a Unique Market

Nearly 4,000 executives and directors of Catholic institutions (colleges, academies, hospitals, convents) subscribe to Extension.

Each executive is generally in charge of several (sometimes many) institutions. Questionnaire returns just received show that last year 347 of these institutions spent 14 million dollars and that 198 of them will soon construct new buildings at an estimated cost of 47 million dollars.

These religious executives represent an enormous buying power, particularly for food products, interior furnishings or appliances, heating, lighting, maintenance, and many miscellaneous lines.

To win this institutional market for Extension advertisers, we maintain a special service and promotional department which has been strikingly successful.

EXTENSION MAGAZINE

The World's Greatest Catholic Monthly

Member of the A. B. C.

General Offices: 180 North Wabash Ave.,
Chicago, Illinois

Eastern Advertising Representatives:

LEE & WILLIAMSON

171 Madison Avenue, New York City

Atlant
Review
World
Harper
Scribn
Bookm
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True S
Cosmop
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Motion
Metrop
Success
Sunset
Boys'
Asia
Boys'
Hearst
Screen
McClur
Elks M

Vogue
Ladies'
Good I
Harper
Woman
Pictoria
McCall
Delinea
Design
Modern
Child I
Fashion
Holland
People's

DECEMBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own
advertising)

Standard Size

	Pages	Lines
Atlantic Monthly.....	148	33,318
Review of Reviews.....	148	33,257
World's Work	127	28,448
Harper's	120	26,941
Scribner's	112	25,182
Bookman	84	18,830
Century	71	16,114
Current Opinion	47	10,598
St. Nicholas	40	9,156
Our World	26	5,824
Wide World	25	5,798
Munsey's	21	4,796
Blue Book	18	4,171
Everybody's	18	4,093

Flat Size

	Columns	Lines
American	254	36,440
Physical Culture	218	31,301
Red Book	209	29,928
American Boy	132	26,400
True Story	174	25,017
Cosmopolitan	158	22,692
Photoplay	153	21,988
Motion Picture Magazine..	116	16,712
Metropolitan	111	15,971
Success	107	15,346
Sunset	106	15,292
Boys' Life	86	14,671
Asia	93	12,897
Boys' Magazine	63	10,808
Hearst's International	74	10,633
Screenland	55	7,912
McClure's	53	7,705
Elks Magazine	46	6,658

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	530	83,851
Ladies' Home Journal....	462	78,704
Good Housekeeping	352	50,339
Harper's Bazar	288	48,429
Woman's Home Comp....	241	41,100
Pictorial Review	201	40,305
McCall's	178	35,739
Delineator	164	28,015
Designer	135	23,099
Modern Priscilla	131	22,310
Child Life	134	19,253
Fashionable Dress	109	18,698
Holland's	82	15,618
People's Home Journal....	89	15,246

A National Dealer Magazine

Successful national advertisers value generously the worth of the dealer's good-will towards their product; and for this reason a host of good dealer periodicals play an important part in advertising campaigns.

Here is one *national* periodical, however, which embraces several hundred thousand of the most progressive dealers in the country—dry goods and haberdashery dealers, grocery and drug store dealers, furnishings and hardware dealers, automobile and accessory dealers—all kinds of dealers, in fact, in a single group.

Now of course there are other good magazines which have a great dealer influence, too.

But there is no other national periodical whose readers are so thoroughly, in the very nature of the case, men whose interests lie in the cultivation of the broadest possible acquaintanceship: the alert, progressive *contact* men of business, concerned with the building of personal good-will as the foundation of the building of new customers.

All of the 850,000 Elks are generous buyers of good products, but the nearly half million enterprising merchants who are Elks represent an extra added element of value in Elks Magazine advertising.

Have you made any attempt to analyze the Elks' enormous dealer following as a force for your campaign?

The Elks
Magazine

"The largest proved male
circulation in America."

Telephone Vanderbilt 8767

50 East 42nd Street, New York City

NEW HAVEN

Connecticut's Largest City

Supremacy!

of the

"Register"

in

New Haven

For First Ten Months of 1922, the Register carried over Two Million Lines more advertising than the next nearest paper. Register Leads in Local, National and Classified.

1. Largest Circulation by many thousands.

More than 35,000 people, every night, now BUY the "Register."

2. Larger Circulation than any TWO other New Haven papers Combined!

Register's City Circulation alone is greater by several thousands than the ENTIRE circulation of any other New Haven paper.

3. CONCENTRATED almost within New Haven's immediate trading zone.

Ninety-one per cent of the Register's circulation is within 10 miles of New Haven City Hall. Nearly every copy tells on New Haven trade!

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

	Columns	Lines
Woman's World	79	13,487
People's Popular Monthly. 58		11,093
Needlecraft	59	10,030
Mother's Magazine	43	7,681
Today's Housewife	32	5,562
Woman Citizen (2 Nov. is.) 37		5,556

GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues).....	537	90,340
Town & Country (2 is.)...400		67,319
Radio News	421	61,932
House & Garden.....	293	46,376
Vanity Fair	289	45,731
Motor	261	43,932
Arts & Decoration.....	233	39,011
Popular Mechanics (pg.)..160		35,896
Country Life	211	35,536
Popular Science Monthly..206		31,457
Radio	195	28,780
System	177	25,376
Normal Instructor	126	21,345
Science & Invention.....	132	19,491
House Beautiful	114	17,697
Nation's Business	117	17,306
Theatre	102	16,229
Field & Stream.....	111	15,873
National Sportsman	102	14,672
Scientific American	82	13,981
Outdoor Life	91	13,019
Outers' Recreation	75	10,758
Business	72	10,232
Association Men	68	9,637
Rotarian	65	9,425
Forest & Stream.....	64	9,277
International Studio	65	9,273
Motor Life	48	7,702
Garden Magazine	48	6,720
Illustrated World (pg.)...23		5,306
Outing	29	4,210
Extension Magazine	22	3,784

CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 Nov. is.)...234		41,085
Canadian Home Journal...153		26,892
Western Home Mo. (Nov.) 139		25,166
Everywoman's World88		15,547
Canadian Magazine (pg.)..59		13,216
La Canadienne	54	9,600
Rod & Gun in Canada....67		9,581

NOVEMBER WEEKLIES

	Columns	Lines
November 1-6		
Saturday Evening Post.316		53,854
Literary Digest	108	16,534
American Weekly	55	15,225
Forbes'	59	8,972
Life	42	6,056
Independ't & W'kly Rev..40		5,800

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Foods—

The importance of right eating and the right foods cannot be overestimated. **PHYSICAL CULTURE** is now giving to its readers authentic, experienced, scientific data about the nutritional value—both actual and comparative—of various foods and classes of foods.

If you have a food product that can really stand up under minute and rigid investigation, advertise it to **PHYSICAL CULTURE** families—250,000 of them—and reap your share of this wonderful market.

PHYSICAL CULTURE

119 West 40th Street, New York City

W. C. W. DURAND
Advertising Director

CHARLES H. SHATTUCK
Western Manager
168 No. Michigan Avenue, Chicago, Ill.

METZ B. HAYES
New England Manager
Little Building, Boston, Mass.

BLANCHARD-NICHOLS-COLEMAN
Pacific Coast Representatives

1014 Union Bank Bldg.
Los Angeles

Amer. Bank Bldg.
San Francisco

1057 Henry Bldg.
Seattle

	Columns	Lines		Columns	Lines
Argosy-All-Story (pg.)...	23	5,362	November 28-31		
Christian Herald	30	5,236	New Republic	61	9,040
Outlook	35	5,119	Youth's Companion	18	3,094
American Legion Weekly	28	4,017	Outlook	18	2,534
Collier's	21	3,692	Nation	13	1,837
New Republic	24	3,528	Life	9	1,346
Youth's Companion	20	3,527			
Judge	22	3,178	Totals for November	Columns	Lines
Nation	22	3,156	Saturday Evening Post..	1293	219,890
Churchman	14	2,093	Literary Digest	425	64,652
			American Weekly	197	54,222
November 7-13	Columns	Lines	Outlook	191	27,439
Saturday Evening Post..	406	69,116	New Republic	146	21,516
Literary Digest	123	18,768	Life	142	20,355
American Weekly	53	14,783	Christian Herald	113	19,364
Outlook	45	6,562	Collier's	102	17,500
Forbes'	39	6,075	American Legion W'kly..	119	17,093
American Legion Weekly	42	6,010	Youth's Companion	88	15,117
Collier's	33	5,752	Forbes'	98	15,047
Life	29	4,202	Argosy-All-Story (pg.)...	64	14,464
Independ't & W'kly Rev..	27	3,911	Nation	92	12,999
Argosy-All-Story (pg.)...	17	3,853	Judge	74	10,677
Christian Herald	21	3,600	Independ't & W'kly Rev..	67	9,711
New Republic	24	3,528	Churchman	51	7,195
Nation	21	3,047			
Youth's Companion	16	2,716	RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS		
Judge	10	1,522		Columns	Lines
Churchman	9	1,283	1. The Spur (2 issues)...	537	90,340
			2. Vogue (2 issues).....	530	83,851
November 14-20	Columns	Lines	3. Ladies' Home Journal..	462	78,704
Saturday Evening Post..	312	53,116	4. Town & Country (2 is.)	400	67,319
Literary Digest	109	16,644	5. Radio News	421	61,932
American Weekly	47	13,097	6. Good Housekeeping....	352	50,339
Christian Herald	39	6,788	7. Harper's Bazar.....	228	48,429
Outlook	44	6,344	8. House & Garden.....	293	46,376
Collier's	28	4,815	9. Vanity Fair	289	45,731
Life	33	4,764	10. Motor	261	43,932
American Legion Weekly	24	3,530	11. Woman's Home Comp..	241	41,100
Judge	23	3,318	12. MacLean's (2 Nov. is.)	234	41,085
Argosy-All-Story (pg.)...	13	3,108	13. Pictorial Review.....	201	40,305
New Republic	20	2,995	14. Arts & Decoration....	333	39,011
Youth's Companion	15	2,550	15. American	254	36,440
Nation	16	2,310	16. Pop. Mechanics (pg.)..	160	35,896
Churchman	12	1,695	17. McCall's	178	35,739
			18. Country Life	211	35,536
November 21-27	Columns	Lines	19. Atlantic M'thly (pg.)..	148	33,318
Saturday Evening Post..	257	43,804	20. Rev. of Reviews (pg.)..	148	33,257
Literary Digest	83	12,716	21. Pop. Science Monthly..	206	31,457
American Weekly	40	11,117	22. Physical Culture.....	218	31,301
Outlook	48	6,880	23. Red Book	209	29,928
Life	27	3,987	24. Radio	195	28,780
Christian Herald	22	3,740	25. World's Works (pg.)..	127	28,448
American Legion Weekly	24	3,536			
Collier's	19	3,241	Model Brassiere Account for Sterling-McMillan-Nash		
Youth's Companion	19	3,230	The Model Brassiere Company, New York, has placed its advertising account with Sterling-McMillan-Nash, Inc., New York. A new and larger advertising programme is being prepared for 1923.		
Judge	18	2,659			
Nation	18	2,649			
New Republic	16	2,425			
Argosy-All-Story (pg.)...	9	2,141			
Churchman	15	2,124			

Lines
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3,094
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1,346

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54,222
27,439
21,516
20,355
19,364
17,500
17,093
15,117
15,047
14,464
12,999
10,677
9,711
7,195

VERTICAL
CLASS.

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45,731
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or 1923.

Are People Interested in World Affairs?

Within the last few weeks four great national associations, entirely unrelated to each other, have answered in the affirmative.

The American Bankers Association, at its great New York convention, resolved that an intelligent understanding of conditions in other countries is essential to business men and especially to bankers. A program of education was undertaken.

The National Chautauqua conducts 9,000 annual meetings to which it attracts millions. A few weeks ago it decided to make world affairs its major topic for the coming season.

The Federal Council of Churches and the *World Alliance* have under way a campaign among 100,000 ministers for a series of world peace and world study sermons.

The National Educational Association will confer in Washington in June to perfect plans for a more intensive study of world affairs among the school children of this country.

The steady growth of OUR WORLD is due to the fact that it is planned and equipped to meet this wide-spread demand for better knowledge of the world.

OUR WORLD

The Houston Publishing Co.

Herbert S. Houston, President

Edwin Muller, Advertising Manager

9 East 37th Street

BOSTON
Tremont Building

New York

CHICAGO
Peoples Gas Building

"PRINTERS' INK'S" FOUR-YEAR RECORD OF DECEMBER ADVERTISING

GENERAL MAGAZINES

	1922	1921	1920	1919	Totals
American	36,440	28,310	52,709	59,374	176,833
Review of Reviews.....	33,257	26,656	36,248	41,216	137,388
Red Book	29,928	26,579	36,708	38,928	132,143
Atlantic Monthly	33,318	28,973	32,219	31,377	125,887
World's Work	28,448	26,208	31,398	37,309	123,363
American Boy	26,400	22,593	34,193	29,320	112,506
Physical Culture	31,301	24,226	26,835	29,744	112,106
Cosmopolitan	22,692	15,882	31,593	38,498	108,665
Scribner's	25,182	18,648	27,863	33,516	105,209
Harper's	26,941	22,680	27,875	23,520	101,520
Metropolitan	*15,971	12,061	26,786	30,685	85,503
Photoplay	21,988	18,029	21,448	19,247	80,712
Boys' Life	14,671	15,796	22,022	26,045	78,714
Sunset	15,292	11,239	25,622	21,838	73,991
Motion Picture Magazine....	16,712	12,262	19,910	18,622	67,506
Century	16,114	12,488	20,412	16,128	65,142
Hearst's International	*10,633	8,083	13,966	20,822	53,504
McClure's	*7,705	X	15,300	29,410	\$32,415
Boys' Magazine	10,808	9,746	11,185	14,105	45,844
St. Nicholas	9,156	9,758	10,766	11,592	41,272
Everybody's	*4,093	*3,222	12,210	13,809	33,334
Current Opinion	*10,598	*6,769	*6,869	3,415	27,651
Munsey's	4,796	3,248	7,504	11,200	26,748

*New size. X Issue delayed.

†Three-year total.

WOMEN'S MAGAZINES

Vogue (2 issues).....	83,851	65,773	106,846	112,767	369,237
Ladies' Home Journal.....	*78,704	*67,932	95,566	90,196	332,398
Harper's Bazar	48,429	32,942	52,876	78,711	212,958
Good Housekeeping	50,339	32,547	48,865	51,358	183,109
Woman's Home Companion...	*41,100	*27,086	60,164	53,344	181,694
Delineator	*28,015	*24,137	43,715	46,160	142,027
Pictorial Review	40,305	24,333	63,135	X	\$127,773
†Designer & Woman's Mag...	*23,099	*20,083	33,000	38,740	114,922
McCall's	35,739	17,715	27,299	25,191	105,944
Modern Priscilla	22,310	16,575	18,575	15,847	73,307
People's Home Journal.....	*15,246	*10,300	19,308	16,081	60,935
Woman's World	13,487	9,503	16,727	11,646	51,363
People's Popular Monthly....	11,093	8,970	13,827	12,719	46,609
Mother's Magazine	*7,681	5,673	13,456	10,867	37,677
Needlecraft	*10,030	*7,580	10,206	9,123	36,939

*New size. X Issue omitted.

†Three-year total. †Two magazines now combined.

CLASS MAGAZINES

Town & Country.....	X67,319	†50,919	†75,231	†67,361	260,830
Vanity Fair	45,731	38,473	47,570	48,273	180,047
Popular Mechanics	35,896	37,520	50,288	53,760	177,464
System	25,376	27,548	51,002	56,455	160,381
Country Life	35,536	29,786	40,553	35,247	141,122
House & Garden.....	46,376	25,901	24,893	20,791	117,961
Popular Science Monthly....	31,457	20,696	27,491	32,203	111,847
Nation's Business	17,306	11,466	22,785	27,930	79,487
Theatre	*16,229	*20,144	21,812	20,832	79,017
Scientific American	13,981	9,434	†20,166	†32,849	76,430
Field & Stream.....	15,873	15,015	12,861	13,871	57,620
House Beautiful	17,697	14,203	11,373	8,211	51,484
National Sportsman	14,672	12,062	10,921	12,405	50,060
Outdoor Life	13,019	9,712	7,820	8,823	39,374
Outers' Recreation	10,758	8,672	6,990	7,772	34,192
Forest & Stream.....	9,277	6,403	7,231	9,009	31,920
Outing	4,210	5,121	6,340	5,297	20,968

*New size. X 2 issues.

†3 weekly issues. †4 weekly issues

WEEKLIES (4 November Issues)

Saturday Evening Post.....	219,890	164,814	272,412	*368,069	1,025,185
Literary Digest	64,652	56,819	130,031	*128,911	380,413
American Weekly	54,222	51,757	47,071	32,696	185,746
Collier's	17,500	11,487	57,757	55,760	142,504
Outlook	*27,439	*29,332	32,514	X25,874	115,159
Christian Herald	19,364	19,545	31,168	†36,890	106,967
Life	*20,355	14,996	31,156	27,199	93,706
Judge	10,677	4,451	7,987	12,102	35,217

X 2 issues. †3 issues. * 5 issues.

GRAND TOTALS.....	1,816,684	1,430,881	2,230,809	2,321,060	7,799,434
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OF

Totals
 176,833
 137,388
 132,143
 125,887
 123,363
 112,506
 112,106
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 85,503
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 177,464
 160,381
 141,122
 117,961
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925,185
 180,413
 85,746
 42,504
 15,159
 06,967
 93,706
 35,217
 84,897
 99,434

APPRECIATION of GOOD MAGAZINES

The ATLANTIC MONTHLY
 The HOUSE BEAUTIFUL
 The LIVING AGE

—all made new
 high records, both
 in volume of circu-
 lation and adver-
 tising, for 1922

The Atlantic Monthly Company
 Boston, Mass.

The Little Schoolmaster's Classroom

A CHICAGO lawyer sends a form letter to the Schoolmaster. On one of the margins the lawyer penciled: "Isn't this just about the brassiest thing you ever saw in your life?" The letter which was sent out by a manufacturer of women's dresses—or "ladies'" dresses as the letterhead describes them—follows:

GENTLEMEN:

We are giving your women employees the opportunity of buying their DRESSES at WHOLESALE—direct at FACTORY.

Some of the biggest corporations in this city have endorsed our plan.

Bearer must present this card, which is registered by number.

Kindly distribute these among your girls. A visit to our factory will convince them.

Thanking you in advance for your courtesy, we remain,

Yours truly,

By—**BLANK & Co.,**
Pres.

P. S.—Kindly let us know if you want more cards.

Enclosed with the letter were a dozen "cards of introduction" containing the important announcement that the bearer (name to be written in) "has the privilege of buying dresses at wholesale right at the factory." According to the card the factory stays open until seven o'clock Saturday nights, presumably to take care of the rush in trade from what ought to be retail store customers—quite unusual hours for a factory, it would seem.

The Schoolmaster is not going to spoil this gem by commenting on it or by pointing out the perfectly obvious errors in advertising it contains. He would like to suggest, though, that some pieces of direct advertising are so very bad that they are highly instructive through pointing out the way not to do things.

Members of the Class can easily supply their own comment on this letter, including the postscript, which seems to imply that busy professional men will be glad to distribute the cards among their

women employees and then to send for more cards if they need them. But there is another feature of the letter that may not be quite so apparent to all readers. This is the unfair competition which the firm wages against the retailer. The person acquainted with merchandising practice knows very well that "wholesale" or "factory" prices in such cases usually mean retail prices. But such terms have a certain glamour for uninformed persons, including the "poor working girl" and thus retail business is diverted from the retail store.

The Schoolmaster is not saying this particular concern is trying to mislead people by talking about so-called wholesale prices. He is without information on that point and so must be general. He is expressing no pet idea of his own, however, when he says it will be a great day for the retailer when all manufacturers are absolutely on the square with him in this matter of selling at retail. Some first-class firms are offenders in this respect. They do not solicit retail business and do not welcome it, but at the same time have a vast amount of "thank you" trade done as an accommodation to "somebody or other." In the aggregate this means a serious loss to the retail trade.

One of the chief reasons for the popularity of the little cigar is that it offers a short, convenient, between-whiles smoke. A number of variations of this idea have been played up from time to time in little-cigar advertising.

Recently, however, Old Man Specific has been writing some copy for "Laddies," manufactured by the General Cigar Company, that has a very definite appeal for the smoker who is looking for a short smoke.

One advertisement will serve to illustrate. Beneath a picture of an open box of "Laddies" is



Thoughtful Buyers Use Flexlume Signs

THE florist depends largely upon "front of the store" advertising. The choice of his sign is an important matter, made after much thought, so we are proud of the fact that so many florists are using Flexlume Electric Signs. You will find it so in other lines of business—the thoughtful sign buyers use Flexlumes.

National advertisers may profit by the experience of those men who depend so much on their signs for business. You, too, will find that Flexlumes give most for the money—more artistic designs, greater reading distance, better construction and the backing of a service organization which is more than nation wide.

*Let us send you a sketch showing
a Flexlume for your business.*

FLEXLUME CORPORATION
32 Kail Street BUFFALO, N. Y.



EDITORIAL ASSISTANT

Young man, to act as assistant to news editor of business publication. Experience in writing and a knowledge of the mechanics of building a periodical would be helpful, but are not essential. In replying, state age and education and give previous business experience in some detail. "D. L.," Box 172, care Printers' Ink.

A man at present in charge of the sales and advertising of nationally distributed and successful specialty is interested in securing new connection with possibility for interest in business. Has a successful record in a difficult distribution field and a broad experience.

"L. W.," Box 176, care Printers' Ink

Advertising

Thorough instruction
Prospectus free
Address
Instructor in Advertising
Bryant & Stratton College
Buffalo, N. Y.

RENEWALS

Subscriptions, etc. Higher percentage at less cost, using Pallen's New Return "Cash-Order" Device. **FREE** samples. Reduced prices. Address
J. PALLER & CO., Columbus, Ohio

SALESMEN
DIRECT—By-Mail
Advertising Service



For Business and Professional Men.
Something different and original
If you are used to earning \$500 or more monthly on commission basis, we have the ammunition.

SERVICE-SYSTEM
16-22 Lawrence Street
Newark, N. J.

a small sketch showing three smokers walking along a curved, dotted line. "From Madison Square to Washington Square. Just time for a 'Laddie'" is the caption. The dotted line represents roughly the route that a pedestrian would follow in making this short trip.

This little sketch and the few words of copy do more to impress the idea of a short smoke on the mind of the smoker than many paragraphs of generalities. The Schoolmaster seldom makes the trip from Madison Square to Washington Square but when he saw this advertisement he caught himself figuring that a "Laddie" would about last from Madison Avenue and 34th Street to Grand Central Station.

* * *

A member of the Class submits the following:

tailers, attenshun!

By PUNKIN
(R. C. S.)

my boss was sore azell to-day—
my gosh! but he was raving mad!
he even sed he woodent pay
for the last new suit of clothes he had.

it reeley hert the tailers pride,
sez he, "that suits a perfect fit."
"it isent that," my boss replide.
"i'll tell you what is rong with it.

"the left side pockit's too darn small
to be of any use to me.
it isent any good a tail!
you'll have to make it bigger. See?

"if you are bilding suits to sell
to advertising men, i think
you'd oughtta ponder long & well
on pockits bilt for **PRINTERS' INK.**"

EVENING HERALD

LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN TOTAL
PAID CIRCULATION.

Government statement for six
months ended September 31, 1922

average **145,953** daily

Representatives:

New York:
H. W. Moloney
604 Times Bldg.

Chicago:
G. Logan Payne Co.
Suite 401, Tower Bldg.
6 No. Michigan Ave.

No Hobbles Used!

The only contract we have with our clients is their satisfaction.

We won't sign up any advertiser for a mere year or two. We want him to stay with us "from now on."

He will—if we serve him right.

Yearly agency contracts and yearly changes are two of the largest expenses of advertising.

Something far more significant than a mere piece of paper has held our clients steadily for five, six, seven and eight years.

Arnold Joerns Company

Advertising

ARNOLD JOERNS, President ROBT. B. DAVIS, Vice-Pres. J. J. FINLAY, Vice-Pres.
Arnold Joerns Building • CHICAGO • 26 East Huron Street

Executive-Salesman

I want the privilege of concentrating on the advertising upbuilding of your organization—magazine, manufacturer, or agency. Seventeen years' extraordinary devotion to the business of advertising, embracing agency, manufacturer and publisher, qualifies me to accomplish big things for you. Present income \$8500, but income is secondary to opportunity. Age 34, married. Letter in detail, together with photograph, sent on request. Address "C. K.," Box 166, Printers' Ink.

SPACE BUYER

Account Executive Gen'l Agency Man

proposes to resign present position with large N. Y. Advertising Agency and take a similar position, about Jan. 1st, in a N. Y. Agency if a real opportunity is offered.

37 years old, conscientious, reliable and thoroughly experienced. Employed in above capacity for 12 years. Best of references. Confidence desired and respected. Address "E. M.," Box 169, Printers' Ink, N. Y.

THINK THIS OVER

A young man with an established prestige for distinguished Art and Copy ability seeks responsible position or meritorious business arrangement.

At present conducting a small, high-grade Art and Copy Service in New York City. Has had exceptional agency and publication record, in business-building as well as creative work. Investigation invited. Address "A. H.," Box 166, care of Printers' Ink.

Are there many better ways of showing the universal appeal of a product than the following clipped by the Schoolmaster from an advertisement in Marshall Field's "Fashions of the Hour for Van Loon's "The Story of Mankind"?

At the Carnegie Library of Pittsburgh the "Story of Mankind" shows a wide range of readers. Eight copies, during a period of four months, were read by sixteen teachers, a consulting engineer, a fireman, three clergymen, a chemist, a mechanic, two laborers, two salesmen, an editor, a mining engineer, a pattern maker, a physician, a motorman, a writer, a stock boy, a real-estate agent, three clerks, a car repairman, a baker, a banker, a policeman, a jeweler, thirty students and eleven people of leisure.—*The Library Journal*.

To be sure it is a clipping from a magazine, but it seems to the Schoolmaster that an unegotistical copy writer has realized that another has told his story better than he himself could and has made an exceedingly wise choice of his clippings.

* * *

The Sharples Milker Company recently issued a broadside that interested the Schoolmaster because of the effective use of some unusual talking points. The inside spread is taken up with a technical description of the milker and of the advantages of its various parts. Another page deals with three points, headed, "Let one man milk," "Save \$300 yearly" and "Cows like it."

These are all splendid reason-why arguments for the farmer who is a prospect for a Sharples Milker. But the company does not stop with them; it adds two more arguments that are, if you will, sentimental. The Schoolmaster is willing to lay a small wager, however, that they have almost as much effect as their more businesslike predecessors.

One fold of the broadside shows a picture of a typical farm boy. Beneath it is a caption, "This is

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Soliciting the Services of 5 Real Executives

THE BETTER TIRES COMPANY, national wholesale distributor of tires and automobile supplies, is desirous of opening negotiations immediately with several men of high executive ability. In the short period of two years The Better Tires Company has forged ahead from a modest beginning to a business calculated in the millions. Our growth has been steady, consistent, and financially healthy. We are now laying out our next year's program. To effectively carry out this program on as broad a scale as we now anticipate, and to relieve our present officials of considerable overwork, we find need of several executives who can, by virtue of their experience, training, character and personality, assume a more-than-average amount of responsibility. To such men we offer a splendid future in a successful, rapidly-growing organization that is backed by conservative management—an institution in which high-grade executives who are really expert in their line can quickly capitalize their knowledge and past experience.

SALES MANAGER—We need a man who is capable of organizing and directing a force of about 100 salesmen—a man of character and personality—an experienced Sales Manager—a man who knows selling and who can develop the men whom he directs. A real big job in which broad sales experience and unusual executive ability are absolutely essential.

SALES PROMOTION MANAGER—Here is an opportunity for a man who knows how to secure business by mail. He will be placed in charge of a department that comprises 24 high-grade men whose duties are to develop by mail our present customers. Must be a tactful yet forceful executive, thoroughly experienced in Sales Promotional work.

OPERATING MANAGER—This position calls for an executive that is far more than an office manager. Should have mail-order or jobbing experience. We sell to 18,000 dealers. The ability to organize, direct and control a great mass of detailed routine is essential. This is a big job for a big man.

ADVERTISING SUPERVISOR—To plan and schedule the work of a large department and relieve the present Advertising Manager for other duties. Must be high-grade man of all calibre. Must have an all-around training in direct advertising work—plan and execute complete campaigns from the idea to the finished product. A careful, systematic worker with plenty of vision and merchandising sense will be required to fill this big job. This position is positively a rare opportunity for a forceful advertising executive.

EXPORT SALES MANAGER—Our proposition offers a real opportunity for a man who knows how to develop and handle business in foreign fields. Only a man of considerable experience will be considered. Must be thoroughly familiar with manifests, custom-house forms, and all of the system necessary to successfully create and handle a large foreign volume.

Men of the calibre we are looking for do not ordinarily scan the want ads. That is why we are using this means of reaching them. If you think you are ideally fitted for any one of the positions described above, write us fully about yourself, your experience, salary desired, etc. Your letter will be kept in strictest confidence. Do not call in person or telephone—only applications by letter will be given consideration.

THE BETTER TIRES CO.
Michigan Ave. & 18th St., CHICAGO, U. S. A.

Am I the Man You Seek?

For 8 years I've produced resultful, merchandising copy and layout ideas. Want agency connection. Now employed. Will go anywhere. Address "J. S." Box 174, care of Printers' Ink.

Agency Export Advertising

American with long training in domestic agency and magazine field and 12 years' specialized experience in export advertising, merchandising and financing desires responsible position with agency seeking a valuable foreign trade service for its clients and prospects.

"Trowbridge," Export Managers Club,
25 Church St., New York

HAVE A TALK WITH THIS MAN

Ten years' experience adjustment, collection and sales correspondence. Sales executive work. Two years on road. 28. Christian. Excellent character. Address "G. P." Box 173, care of Printers' Ink.

I am ambitious to make a success in the printing business; have been a compositor for five years, but desire to do more than setting type; am willing to make myself generally useful; am 25 years of age, and would appreciate an opportunity to make myself a valuable employee. Am willing to work in any section of the United States. Address "T. E." Box 163, Printers' Ink, 185 Madison Ave., N. Y. City.

Dave." In a box beside the picture is the following message:

Dave Hicks hates to milk by hand. He loathes it.

Last year he told Dad Hicks that he would leave the farm and work in the city if he had to milk another cow. He struck. And he certainly had his poor old dad treed.

Today Dave is happy as a lark. Yet instead of milking ten cows a day he now milks twenty-three—and all alone. Dad thinks himself a real diplomat. Don't you?

Read inside how he turned the trick.

But the argument that appealed to the Schoolmaster was in a box beside the picture of a man sleeping on a cold, winter morning. It said:

JUST REMEMBER

Every time you crawl out of bed at 4 o'clock in the morning—that if you had a Sharples Milker you could lie there till six.

The Tanagra Theatre Company, the Buca Coffee Company, and the Jovis Watch Company, all of New York, and the Atlantic Manufacturing Company, Newark, N. J., have placed their advertising accounts with the K. C. Ad Builders, New York.

Theatrical magazines will be used by the Tanagra Theatre Company; theatre programmes by the Buca Coffee Company; jewelry trade papers by the Jovis Watch Company, and drug and dental publications by the Atlantic Manufacturing Company. Direct-mail advertising also will be used for the first three accounts.

128 PER CENT GAIN

Our Commercial lineage for October, 1922, shows a gain of 128 per cent over October, 1921. Our total lineage shows a gain of 83 per cent for the same month. These are the largest percentage gains made during this period by any of the leading weekly or semi-monthly farm papers in the Middle West. These are straws that show which way the business is going.

Forge ahead with us.

Circulation: 60,000

Rate: 50 Cents

ADVERTISING REPRESENTATIVES:

JAMES M. RIDDLE COMPANY

Chicago New York Cleveland Kansas City
St. Louis Atlanta San Francisco

R. R. RING, Minneapolis, Minn.

FARMER AND BREEDER

SIOUX FALLS, S. D.

The "CLASSIFIED" Clearing House

NEW YORK - ARKENBERG SPECIAL AGENCY - CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

WISH TO PURCHASE monthly or weekly publication. State terms and all possible information in first letter. Box 618, Printers' Ink.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

We can take care of a few publications, house organs or monthly journals. We can save you money. If you are interested, write us, and we will take up the matter with you. The Middletown Herald, Middletown, N. Y.

To advertising man with \$2,000, good position and substantial interest in clean, profitable publication with splendid future. N. Y. City. Immediate action necessary. Highest references given and required. Box 623, Printers' Ink.

Poultry Paper Wanted

Will buy established Poultry paper. A. C. Palmer, care of Printers' Ink, — People's Gas Bldg., Chicago, Ill.

Commercial Printing

Small, well-equipped job printing plant desires suitable arrangement with reputable concern on a contract, or cost-plus basis.

Box 617, Printers' Ink.

Advertising Executive Wanted

The vice-president and advertising director of the largest correspondence school of his kind in the world, who, over a period of 5 years, has originated, planned, placed and paid for \$300,000 worth of national advertising of his own; wishes to meet an experienced, well-seasoned advertising agency executive and detail man, who can invest equally \$3,000 with me in starting advertising agency. Party I want to meet must know all the "ins" and "outs" of handling an account after I secure it; including the organization and direction of help; copy, art work, engravings, placing of copy, billing and complete advertising office routine and system. Advertiser's present connections can influence banking assistance for expansion. Can use part of my present offices and organization to start. Interview can be arranged by addressing Box 599, Printers' Ink, with full particulars about yourself.

HAVE YOU SOMETHING TO SELL IN NEW YORK AND VICINITY?

Salesman with unbroken record as "high man" of advertising organization, invites exclusive representation of article that will produce repeat orders. Please give particulars in first letter. Box 595, Printers' Ink.

Harris Two-Color Rotary Press; bed, 29x42; sheet, 28x40; has 220-volt D. C. motor, Automatic feeder and art sheet delivery.

Two 50-inch Seybold Automatic Power Paper Cutters, one a "Dayton," the other a 20th Century.

Three Sheridan Auto Power Paper Cutters, 50-inch New Model, 64-inch New Model and 70-inch New Idea.

CONNER, FENDLER & COMPANY
96 Beekman Street, New York City

HELP WANTED

Artist—First-class photo retoucher for advertising and catalogue work. Must be experienced on machinery catalogues. Man with a broad style preferred. Box 610, Printers' Ink.

Engineering Advertiser—Manufacturing company in Ohio needs man with electrical engineering training to handle copy for important growing branch of the business. Give education, experience, etc., in first letter. Address Box 593, Printers' Ink.

ARTIST

Large New York advertising house requires the services of an artist to do illustrative sketches and figures, in black and white and color. In replying, give full details as to past experience. Box 604, Printers' Ink.

A real mail salesman for growing direct-advertising house with record for doing big things. Young man, under 30, preferred, but must bring ripe experience in planning, writing, and supervising direct campaigns. A chance to grow with a live organization. If you are the man you will sell yourself in your first letter. The Kenneth S. Keyes Company, Box 368, Atlanta, Ga.

SALESMAN'S OPPORTUNITY

Well-established offset printing company requires services of additional salesman; good future with an enterprising and steadily growing institution specializing along practically exclusive lines; man desired must be well educated, possess good address, initiative and be willing to work hard; age, preferably around 25; salary basis; give full particulars in confidence. Box 606, P. I.

Direct-Mail Advertising organization has opening for Protestant American as salesman, contact man and copy writer. Must be able to analyze, visualize and create ideas. Address Box 596, care of Printers' Ink.

Artist Wanted—All-round man experienced on figure and lettering work and original layouts. Good connection advertising agency in city, 5 hours' ride south of New York. State experience in detail, age, salary. Box 615, Printers' Ink.

ARTIST

Layout man, with good general knowledge of lettering, design, and illustration. Excellent opportunity with large advertising agency for a young man. In replying give details of training and experience. Box 603, Printers' Ink.

We have openings for several good, energetic advertising salesmen. Men must have some merchandising experience and have successful record in selling advertising. Our proposition demands enthusiastic, high-grade salesmen who can interview successful merchants and discuss advertising plans and merchandising problems intelligently.

We pay traveling expenses, commission and bonus on all business coming from assigned territory. Our best men clear five to eight thousand annually. Territory which will be open January 1 offers as good or better opportunity.

Give detailed experience and complete reference first letter. No application without proper reference will be considered. Address Box 594, Printers' Ink.

Experienced Telephone Advertising Solicitors

wanted for the biggest and best newspaper in New York; aggressive women of high character and ability who have had experience selling advertising by telephone in advertising departments of newspapers and in advertising agencies; must be endowed with ambition, enthusiasm, confidence and determination to win; these positions are not available for anyone in doubt of ability to sell; salary and commission plan will earn splendid money for good salesmanship. Apply or address room 35, New York Evening Journal, No. 2 Columbus Circle, New York City.

Account Executive

Advertising agency, aggressive, and adhering to best ideals, has place for another principal who has had agency experience and is a business getter. Address Box 608, Printers' Ink.

Advertising Salesmen—Attention! You can now sell the "Animated Bill Board." This service is welcomed everywhere. Large earnings for salesmen of ability. Investigate now. Start the New Year with a fascinating and profitable proposition. No investment required. Kinemat Studio, 1442 Beachwood Drive, Hollywood, California.

REQUIRED Art Director

who is capable visualizer; who can create interesting "roughs" of advertisement layouts and unusual mail and display matter; one familiar with purchasing of art work. This is a high-class, medium-sized agency where ability and initiative (perhaps now denied fullest expression) will find rare opportunity. This may prove just the opening some capable assistant has been anxiously seeking. Box 614, Printers' Ink.

Dept. Store Advertising Manager

Here's a Real Opportunity for a Man Who Knows Department Store Advertising

The man we are seeking is probably at the present time employed either directing some store's publicity or handling some other equally important advertising work. He is a genuine fellow, possibly now in a small town, with limited opportunities. He knows that he has great ability, but through circumstances has never had the privilege of developing his latent talents. He has a liking for selling, although he may never have had actual selling experience.

He must be constructive in his ideas, well seasoned in experience and his enthusiasm must be based on a thorough appreciation and understanding of the LIMITATIONS as well as the possibilities of advertising.

This opportunity calls for an expert who can sit down with successful merchants and intelligently and constructively discuss plans that are sound and convincing. The work involves almost continuous traveling. Income will be as big as the man.

One of our biggest men, was until a few months ago, advertising manager of a store in a small Middle Western town. Today he is a real success beyond his fondest dreams—simply because he has found the right type of connection to fit his peculiar ability.

If you believe you could meet our requirements, kindly qualify for interview by letter.

Century Advertising Service, Inc.
244 Fifth Ave., New York City

P. S.—If you personally are not the man we are seeking, then perhaps one of your friends could take advantage of this opportunity. You may help him as well as us by passing the word along.

MISCELLANEOUS

SLOGANS AND JINGLES—Apt, catchy, distinctive slogans, individualizing a product or business. Brief, catchy jingles for advertising originated. Unusual copy. Grey, 39 Irving Pl., Brooklyn, N. Y.

POSITIONS WANTED

Does any editor need the services of a capable assistant? Six years' editorial experience on fiction magazines. Reading, editing, proofreading; stenography. Box 607, Printers' Ink.

Expert Estimator and Contact Man desires position as assistant space buyer. 5 years' agency experience, graduate of complete advertising course. Excellent references. Box 620, Printers' Ink.

Writer of quality copy for quality organizations is ready to serve an additional client or agency on a part-time basis. Copy that is effective rather than effusive and short in time and long in meaning. Box 616, Printers' Ink.

Advertising-Sales Promotion Executive—Experienced manager, salesman, copy and special writer, investigator, service man. Very familiar with general merchandise and methods and intensive campaigns. Well seasoned, diplomatic, splendid personality. Exceptional references. Immediately available. Box 624, P. 1.

Has your newspaper a shopper? I will install my columns or continue with established section. Can sell advertising and write advertising and editorial copy. I originated and conducted a shopping section on a metropolitan newspaper for two years. Will come to any live city in America. Box 612, P. 1.

DIRECT ADVERTISING TYPOGRAPHY

Experienced typographic and idea man, who knows type and how to use it effectively. He also writes copy.

A position is sought with a high-grade organization offering a substantial salary. Excellent references. Box 621, Printers' Ink.

ADVERTISING MANAGER

An ambitious young woman with several years' department store experience, also agency experience (five years in New York City) wants to connect with large department store. Familiar with advertising details and office management. Employed at present. Prefer New York City or vicinity, but willing to change. Splendid references. Box 609, Printers' Ink.

I am Not Working HARD ENOUGH

Have a big job. Want a bigger one. College man, 30 years old. Sound merchandising viewpoint. Experienced in food, agricultural, textile and automotive accounts. Will consider agency merchandising, advertising management or research on big publication. Object, larger salary. Box 597, Printers' Ink.

REPRESENTATION

Salesman having a Detroit Office and well acquainted with industrial plants wishes to represent a manufacturer in Detroit District on commission basis. No drawing account desired. Address Box 601, P. 1.

WE CONNECT THE WIRES

IF IT'S AN ADVERTISING JOB, we can fill it. Does it require productive, or executive skill—investigation, plans, copy, lay-outs, printing, distribution? You can secure through us the records of experienced men now available at salaries ranging from \$1,000 to \$10,000. No charge is made to employers. Put our resources to the test.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

With imagination, 3 years as editor of amateur journals, experience as production asst., college trained young man, 21, would like to connect with advertising agency. Box 602, Printers' Ink.

ADVERTISING SALESMAN—First class, of long, successful experience as field solicitor, branch office manager and advertising manager with leading general magazine, class and trade publications, now engaged, seeks broader opportunity. Wide acquaintance agencies and advertisers New York and Eastern territory. Highest references; letters confidential. Box 613, Printers' Ink.

Wanted—Opportunity to connect up with United States trade or technical publication by a man with over ten years' experience soliciting advertising among manufacturers of machinery, machinery, foundry equipment, power-plant equipment—in Middle Western States. Prefer connection with A. B. P. and A. B. C. publication. Salary wanted \$100 per week. Canadian born. Address replies to Box 600, Printers' Ink.

PRINTING BUYER

Who has had seven years' practical experience in printing office, available. Knows estimating and modern production methods thoroughly. Has personally purchased paper, engravings, etc. A thorough technical man who clearly understands detail of production of various direct-by-mail and catalogue printed matter. One, who, through wide experience, can materially reduce your printing bill without sacrifice of quality. Box 611, Printers' Ink.

He is 26 years of age, a college man, single and without business experience. He resigned a commission as naval officer and is now second in command of a commercial vessel sailing to all ports of the world. He is sacrificing an income and future which cannot be duplicated at this time, because of his long and intense interest in advertising. He is the executive type and I have never known a man possessed of a higher degree of co-ordination of faculties. His mental attitude is right and he is sound to the core. He will consider any offer (other than selling) as a foothold. May I arrange an appointment? Robert Russell, 124 West 75th St., New York City.

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Outdoor Advertising

NATION-WIDE

110,000,000
CIRCULATION

SAYINGS MADE FAMOUS
BY OUTDOOR ADVERTISING

Number Eight

"THEY SATISFY"

"Repetition Builds Reputation"

Thos. Cusack Co.

CHICAGO

HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS

Retailers Read The Chicago Tribune

SIX hundred Chicago grocers and druggists were recently asked what newspapers they read. Most of them read more than one paper and all papers mentioned were counted. Here are the results:

	Read by	% of 800
Chicago Tribune . . .	485	81%
Second Paper . . .	343	57%
Third Paper . . .	215	36%
Fourth Paper . . .	206	34%
Fifth Paper . . .	43	7%
Sixth Paper . . .	41	7%
Foreign Language Papers	16	3%

The Chicago Tribune has available for inspection the name and address of each grocer or druggist with the newspapers which he reads.

The above figures check with Chicago Tribune circulation. There are approximately 600,000 families in Chicago and suburbs and in this district The Tribune has a net paid circulation in excess of 500,000 or 83%. Either Sunday or weekdays The Tribune has a far larger circulation in Chicago and suburbs than any other paper.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write for FREE copy of the BOOK of FACTS

512 Fifth Avenue
NEW YORK

Tribune Building
CHICAGO

Hoas Building
LOS ANGELES